

Quality

HOMES FOR BETTER LIVING



H. HIRSCHFIELD SONS CO.

STEEL YARD

1414 N. Madison Ave.

Dial 5571

LUMBER YARD

McEwan & Water

Dial 4576

BAY CITY, MICHIGAN

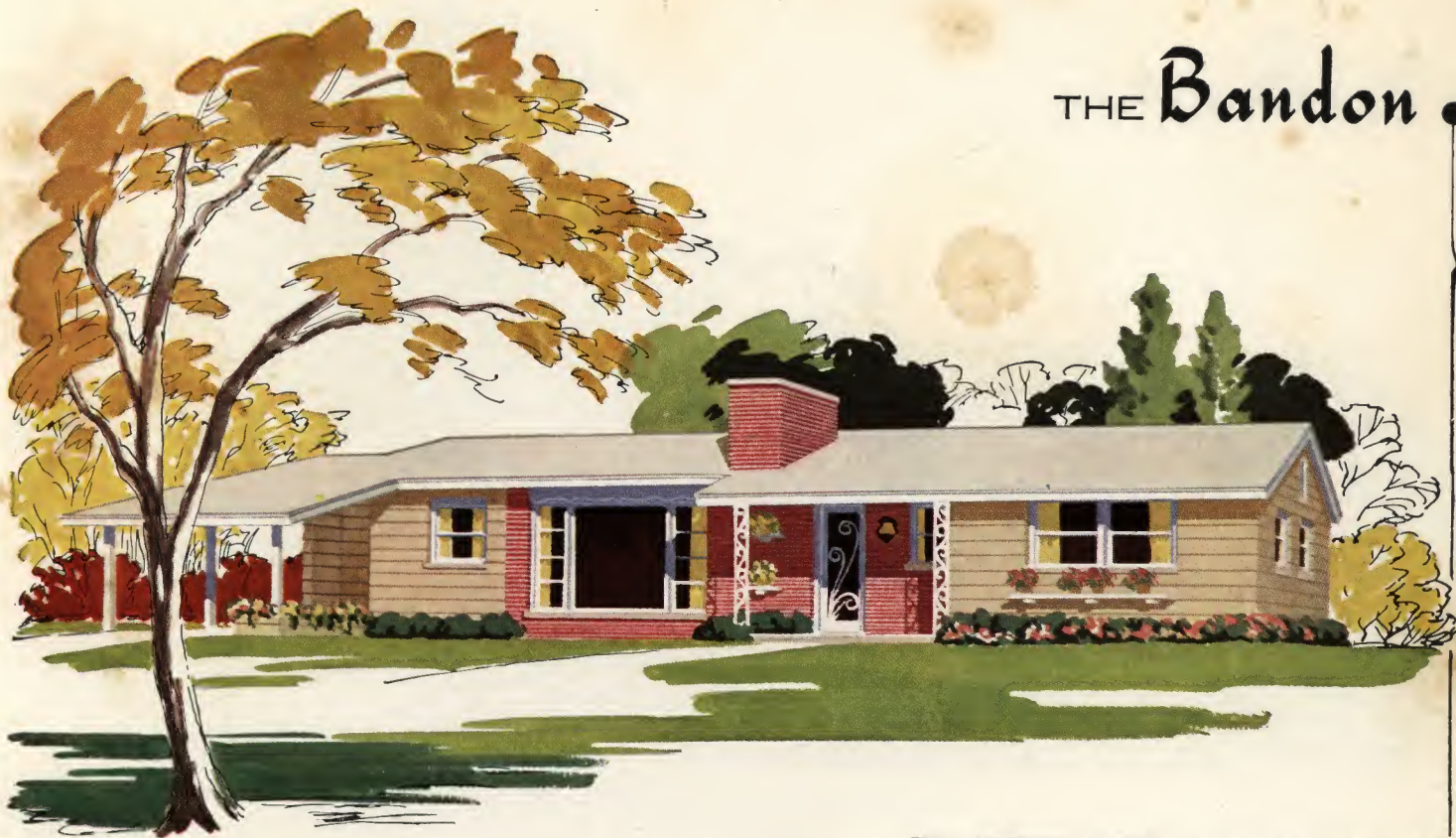
better living homes

FOR TODAY'S MODERN TREND



Now, more than ever before, the home of your choice must reflect many better living features. Thus, it is with great pleasure that we present this new and colorful range of modern trend homes for your consideration, offering you, today's homemaker, a wide scope of practical and inviting conveniences. A result of exacting and sound architectural design, every home is of good taste and individual in styling. As you turn the pages, you will find that many of these homes include easy living features such as a multi-use room, den, garden view living area, terrace, outdoor barbeque pit, porch, outside storage areas or other refinements that help make everyday home life more enjoyable. As experienced specialists, we sincerely recommend these homes, confident that each has been designed to give the utmost in comfort and value for your building dollars. For the best in better living home planning—call or visit our office today.

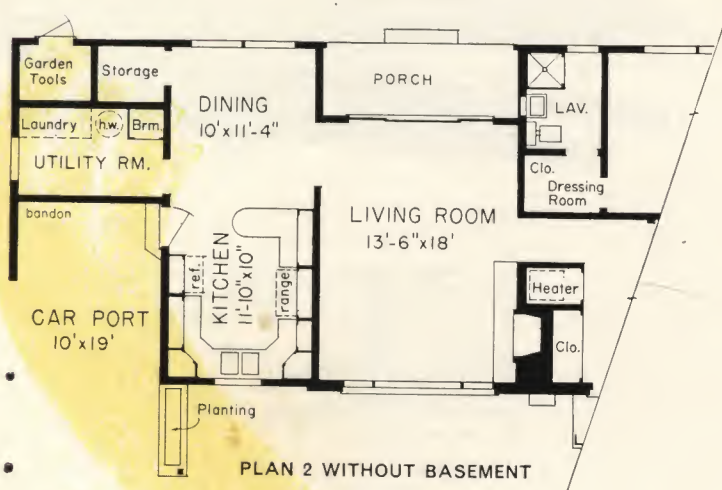
THE Bandon.



THREE BEDROOM PLAN

featuring two baths

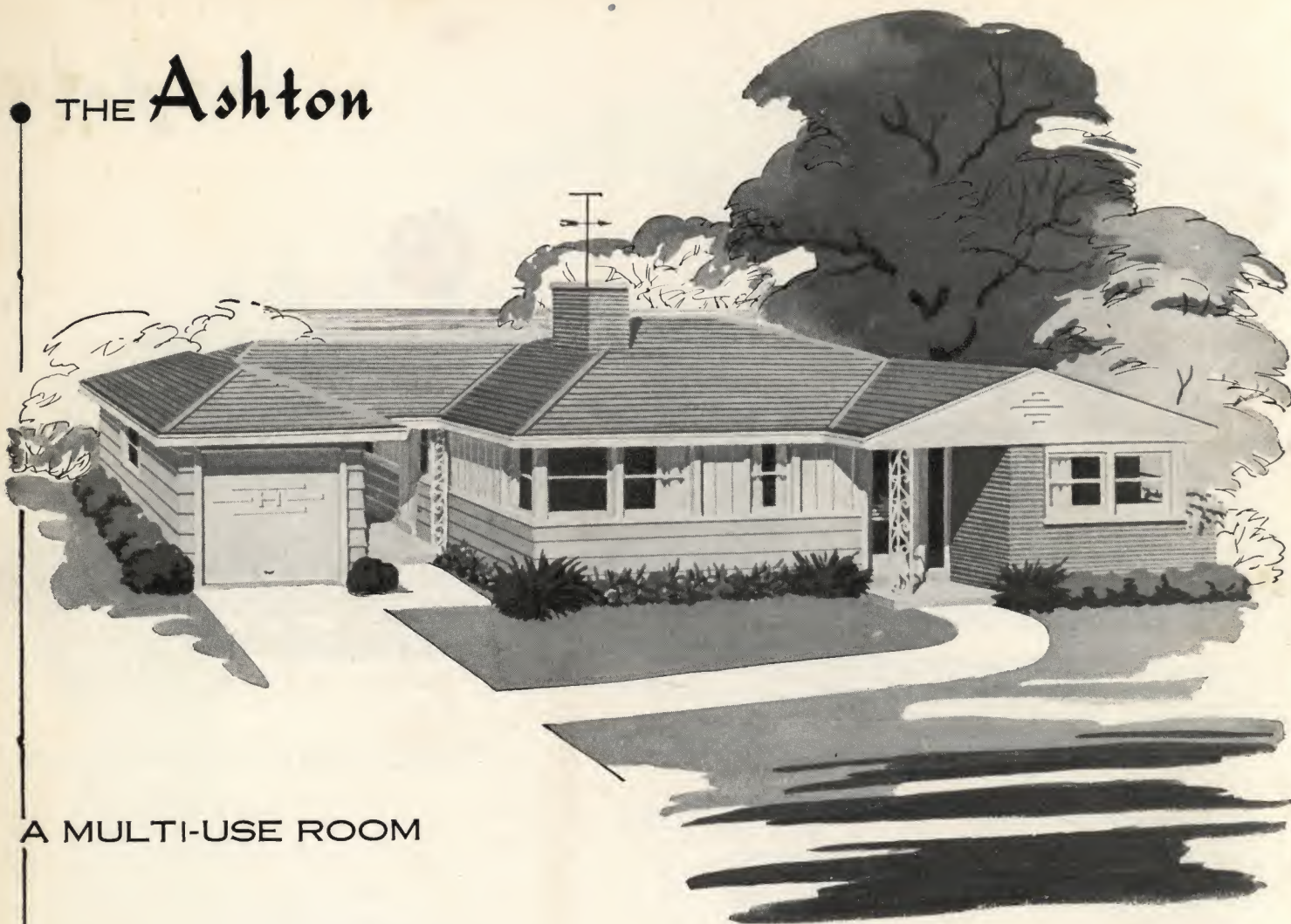
Ideal for town or country living, here is a home that includes many unusual features. For example, the living room extends from front to rear and is accessible to the outdoor living porch through sliding doors. Garden view dining room and "toward the street" kitchen flow together to provide a time-saving food preparation and serving unit.



☆ LIVING AREA, PLAN 1 OR
PLAN 2—1480 SQ. FT.*



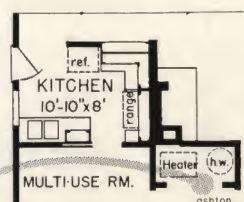
THE Ashton



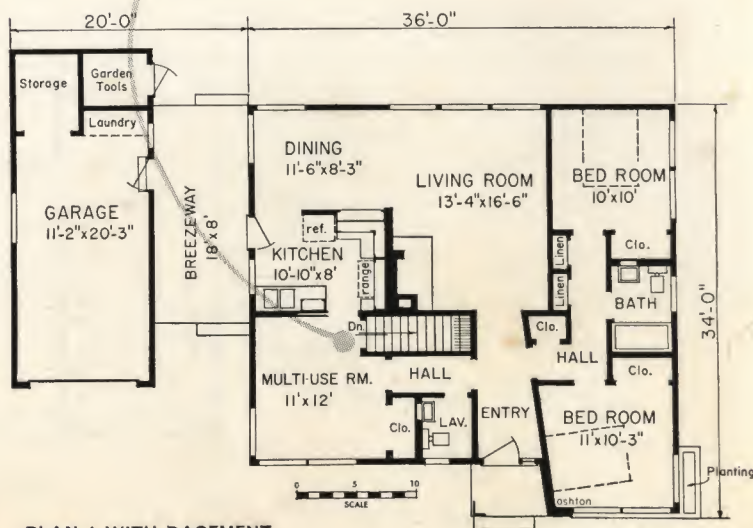
A MULTI-USE ROOM

Attached garage with breezeway, the combination of horizontal siding and vertical siding with brick creates an exterior that is both modern and attractive. Included in the plan are two bedrooms, a multi-use room that can serve as den or third bedroom and a bath-and-a-half. The garden view living-dining area features a natural fireplace.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1126 SQ. FT.

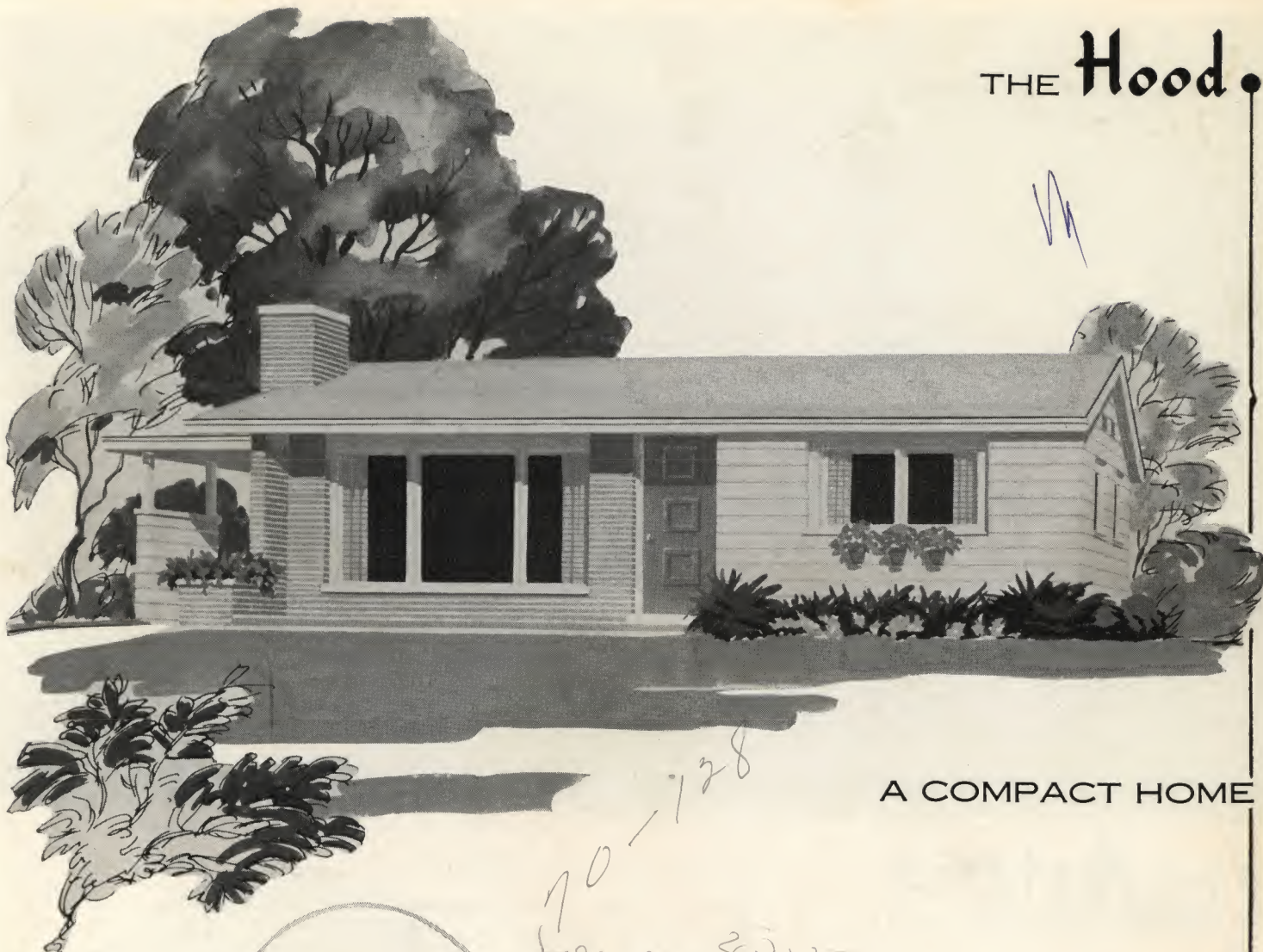


PLAN 2
WITHOUT
BASEMENT

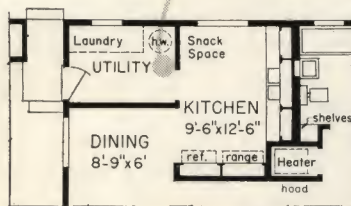


PLAN 1 WITH BASEMENT

THE Hood.



A COMPACT HOME

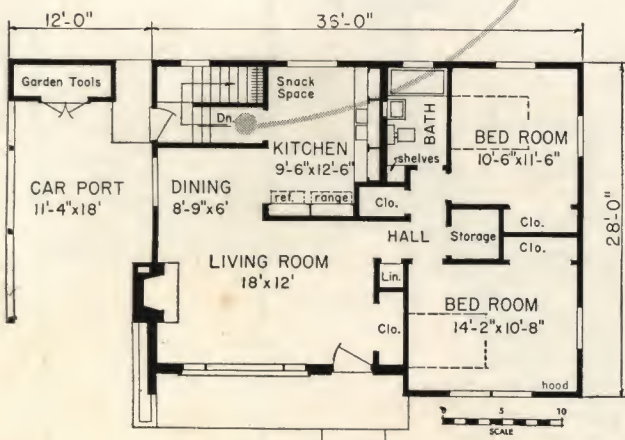


PLAN 2 WITHOUT BASEMENT

In addition to two bedrooms, this small modern ranch-type home features a living room with natural fireplace and a generous size dining area convenient to the step-saving kitchen.

More than adequate storage space is included in this plan. As an economy measure in construction, back-to-back plumbing is used in kitchen and bath.

Appealing features such as a planting box and protected entrance add to its exterior charm.



PLAN 1 WITH BASEMENT

☆ LIVING AREA, PLAN 1 OR PLAN 2—974 SQ. FT.

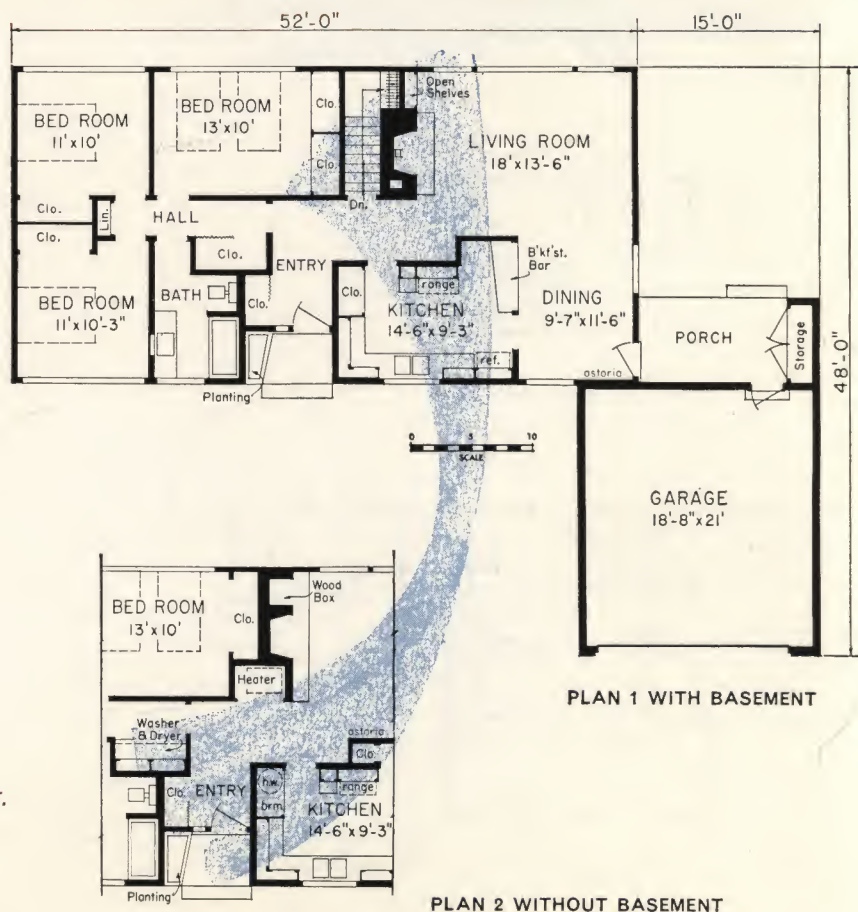


• THE Astoria

Hip roof with wide overhang, vertical siding and attached garage create the modern exterior that is right in step with the comfort planned interiors of this home. Outstanding and attractive features of this three bedroom design are the toward-the-street kitchen-dining area and the large garden-view living room.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.

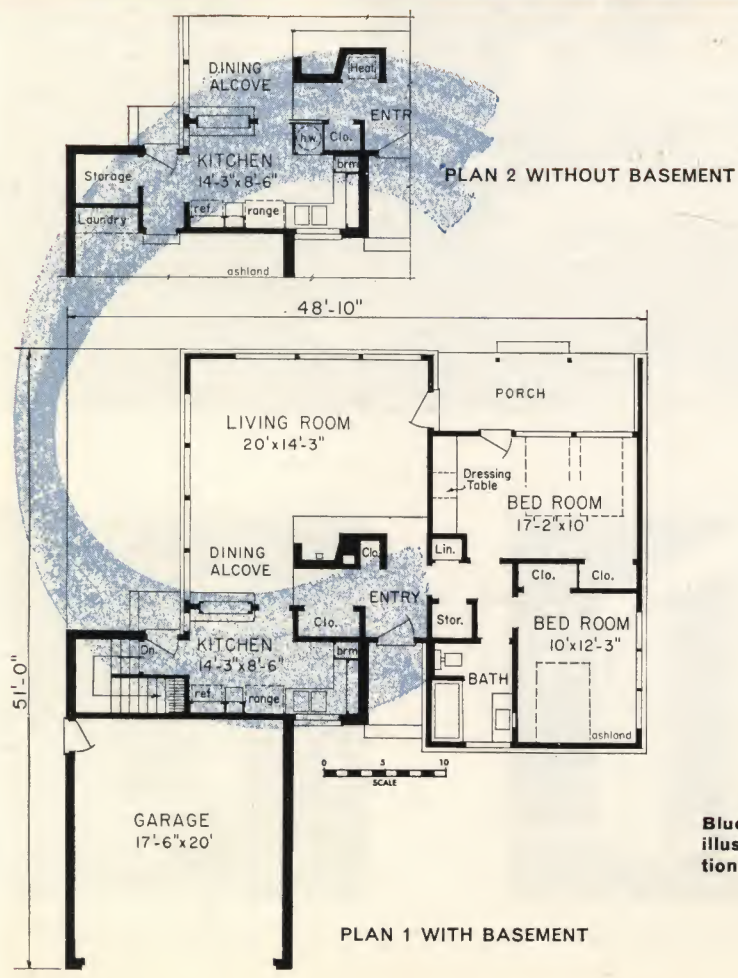
☆ LIVING AREA, PLAN 1 OR PLAN 2—1324 SQ. FT.





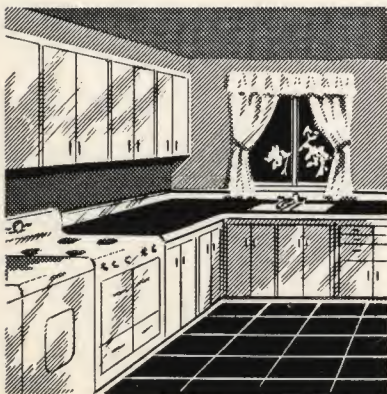
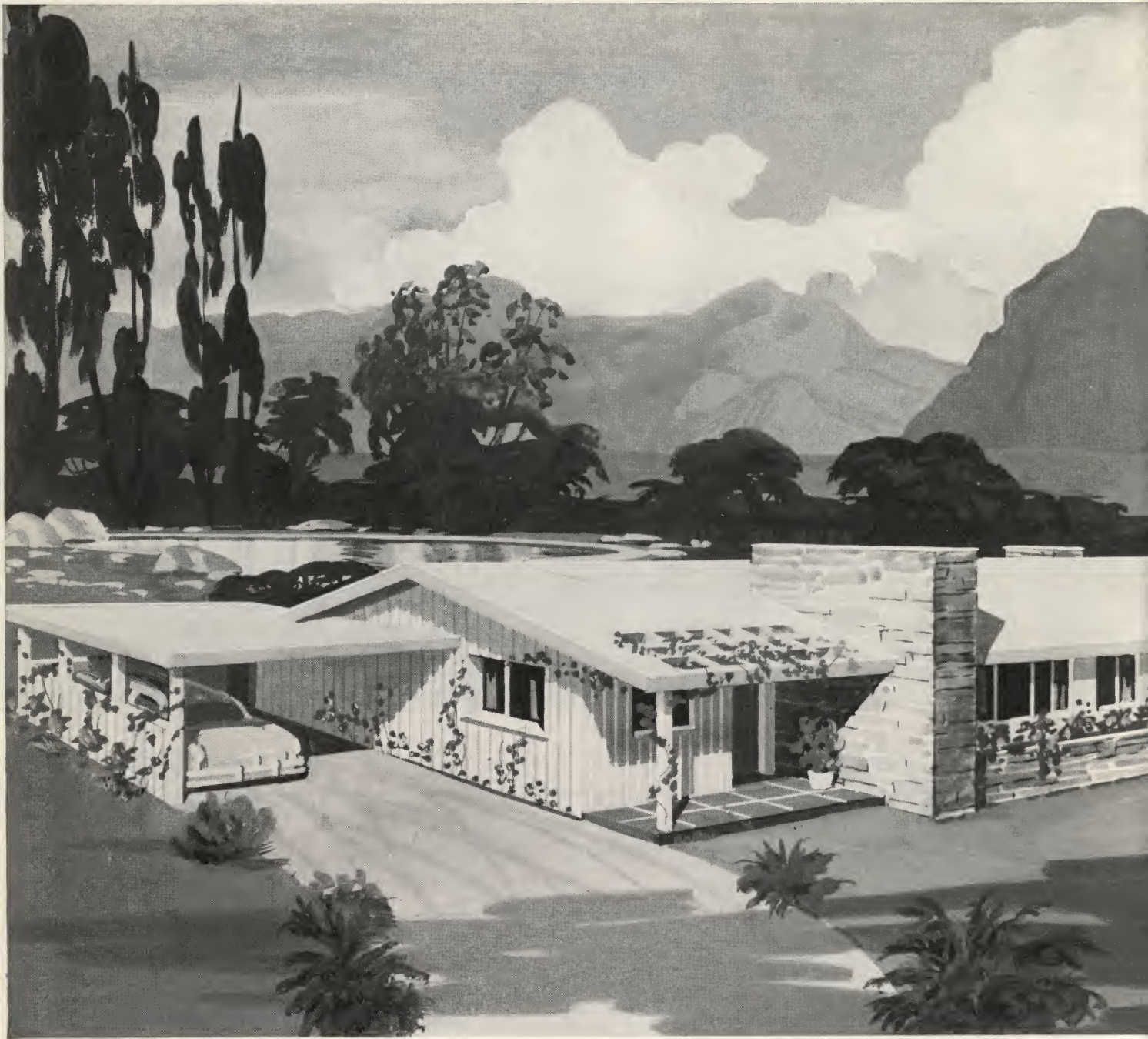
THE Ashland •

Up-to-the minute exterior styling complements the well-planned interior of this easy living home. Interesting features of this design are the central entry, the carefully planned traffic pattern, exposed chimney wall in the entry and a pass-thru snack bar between dining area and kitchen. A garden view living room and two bedrooms complete the plan.



☆ LIVING AREA, PLAN 1 OR PLAN 2—1180 SQ. FT.

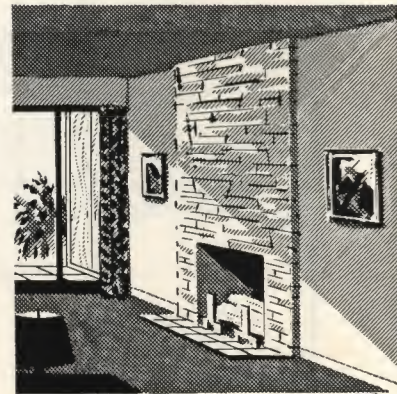
Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.



THE KITCHEN



BEDROOM WARDROBES



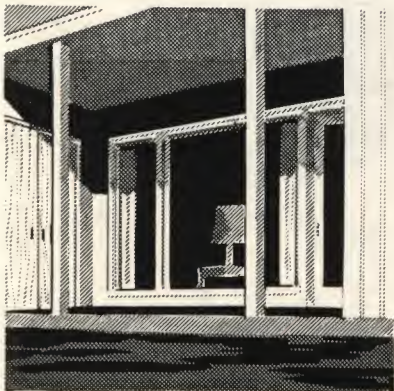
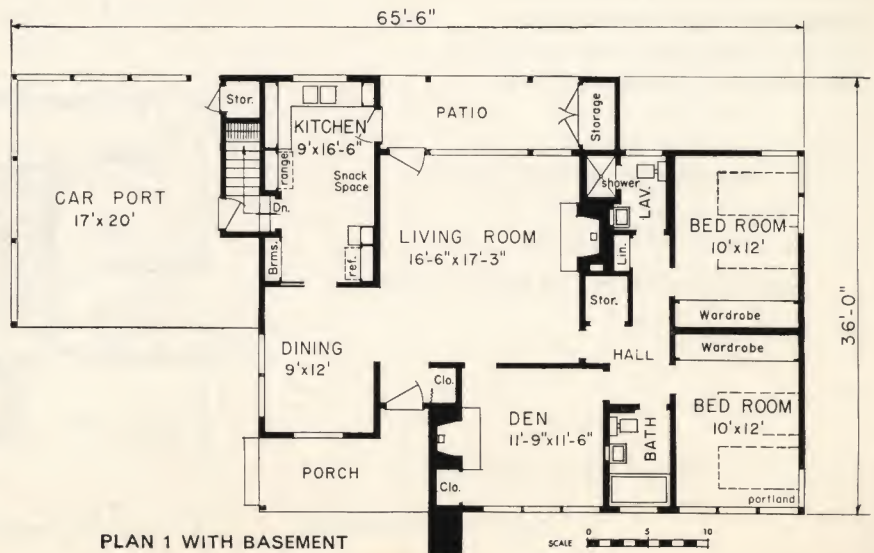
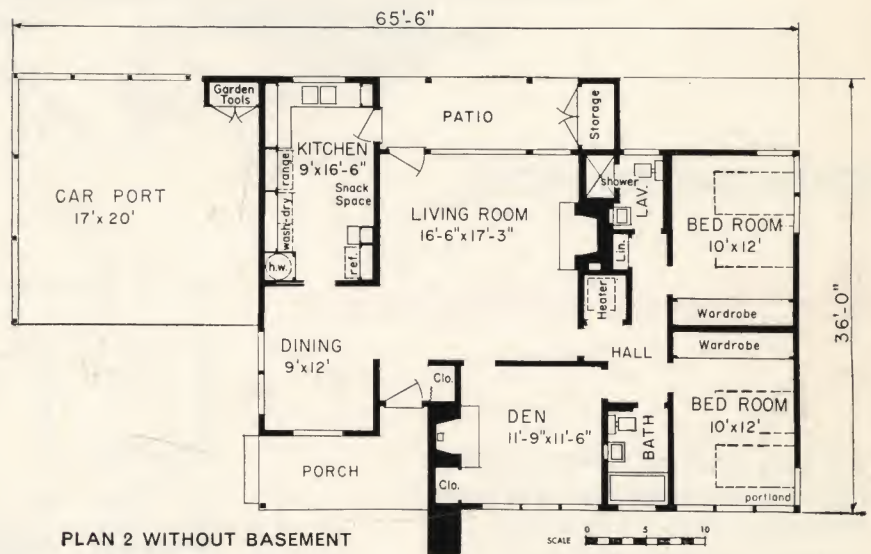
FIREPLACE IN LIVING ROOM

THE Portland.

OUR FRONT COVER HOME

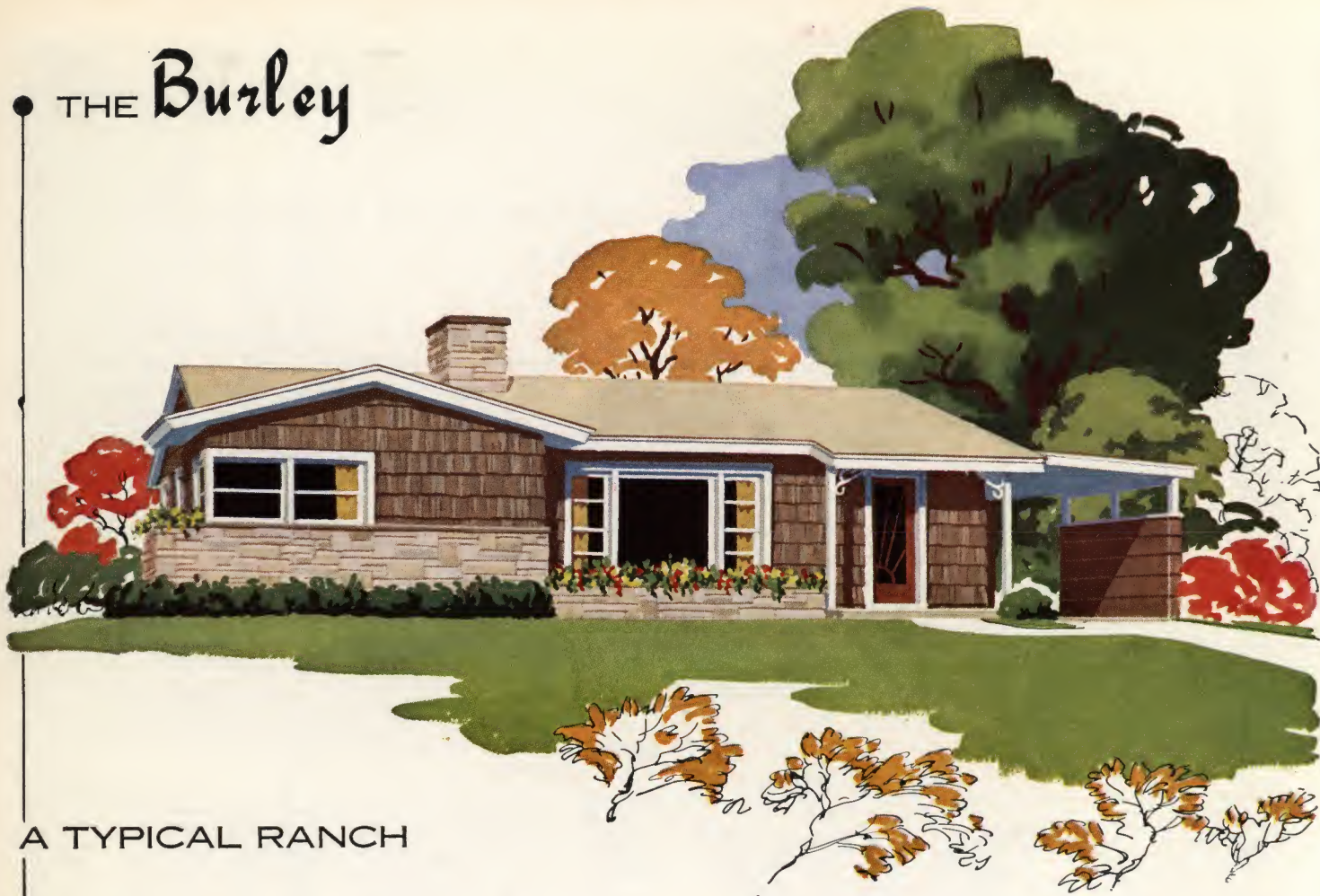
Featured in full color on the cover, here is a contemporary design that is different and in keeping with today's trend of better living. The living room and outdoor patio are on one level with only a window wall division between the indoors and outdoors. Completing the floor plan are two bedrooms and a den, dining room, and kitchen with a snack space. Two baths plus a fireplace in both den and living room are other desirable highlights of this home.

☆ LIVING AREA, PLAN 1—1393 SQ. FT. • LIVING AREA, PLAN 2—1346 SQ. FT.



VIEW ON PATIO

THE Burley

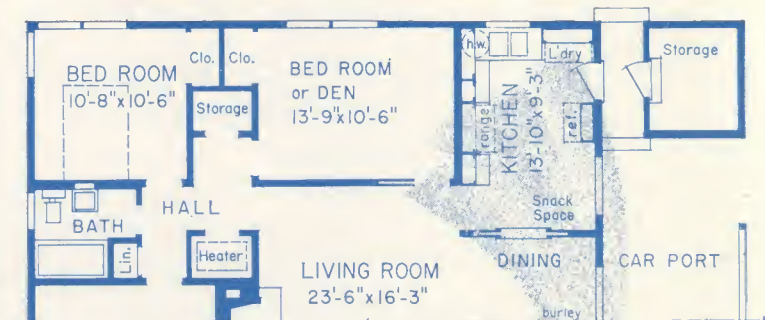


A TYPICAL RANCH

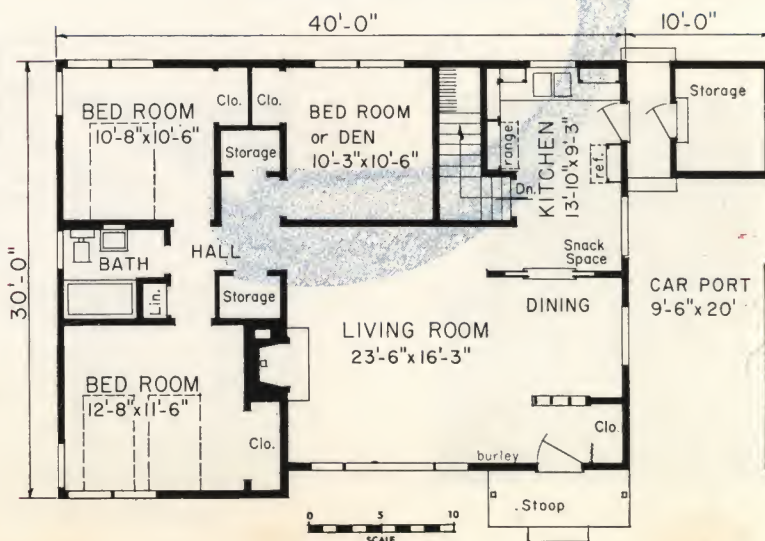
with terrace and multi-use room

A glance at the floor plans reveals that here is an ideal five room home for the average family. The unique entrance, pass-thru dining area to kitchen and ample storage and closet space are a few of the features that add to the comfort of this modern living home.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1152 SQ. FT.

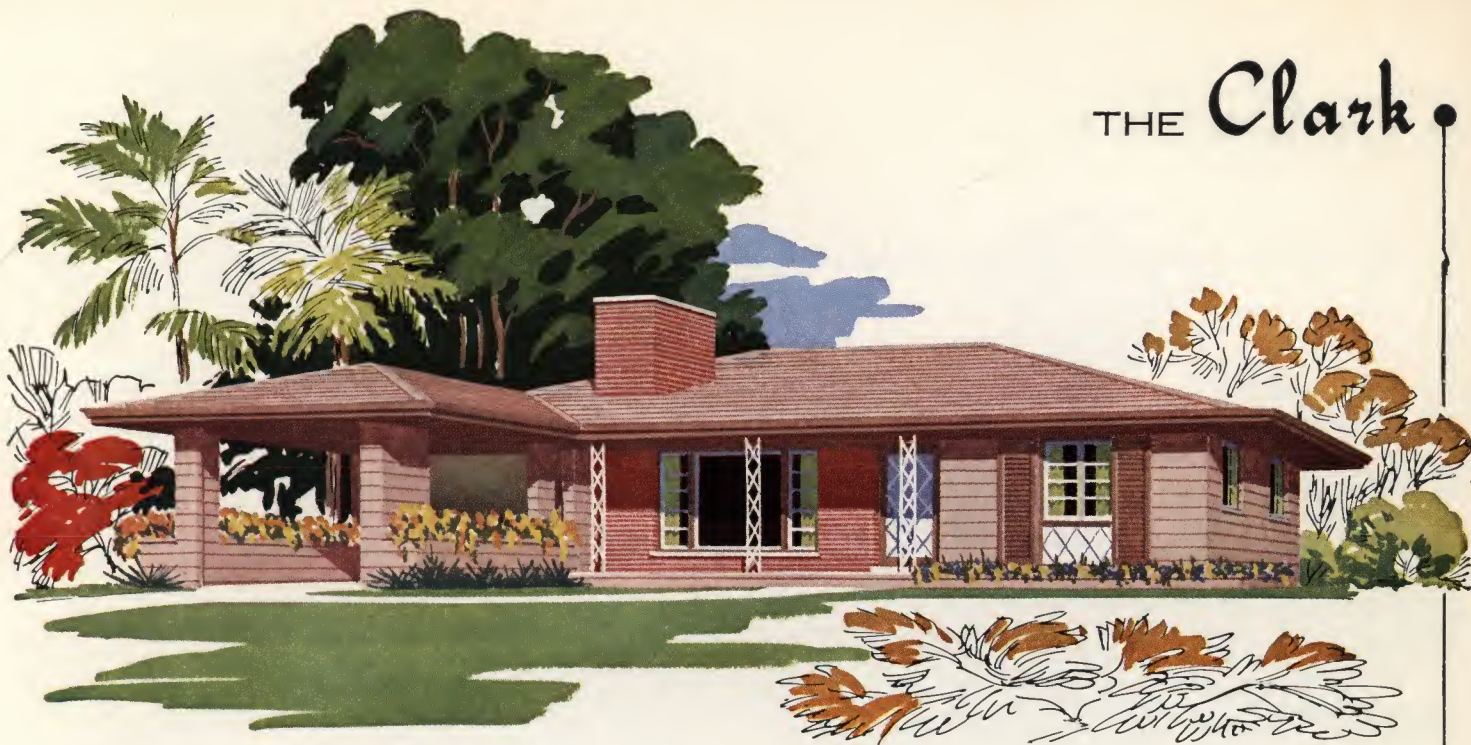


PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

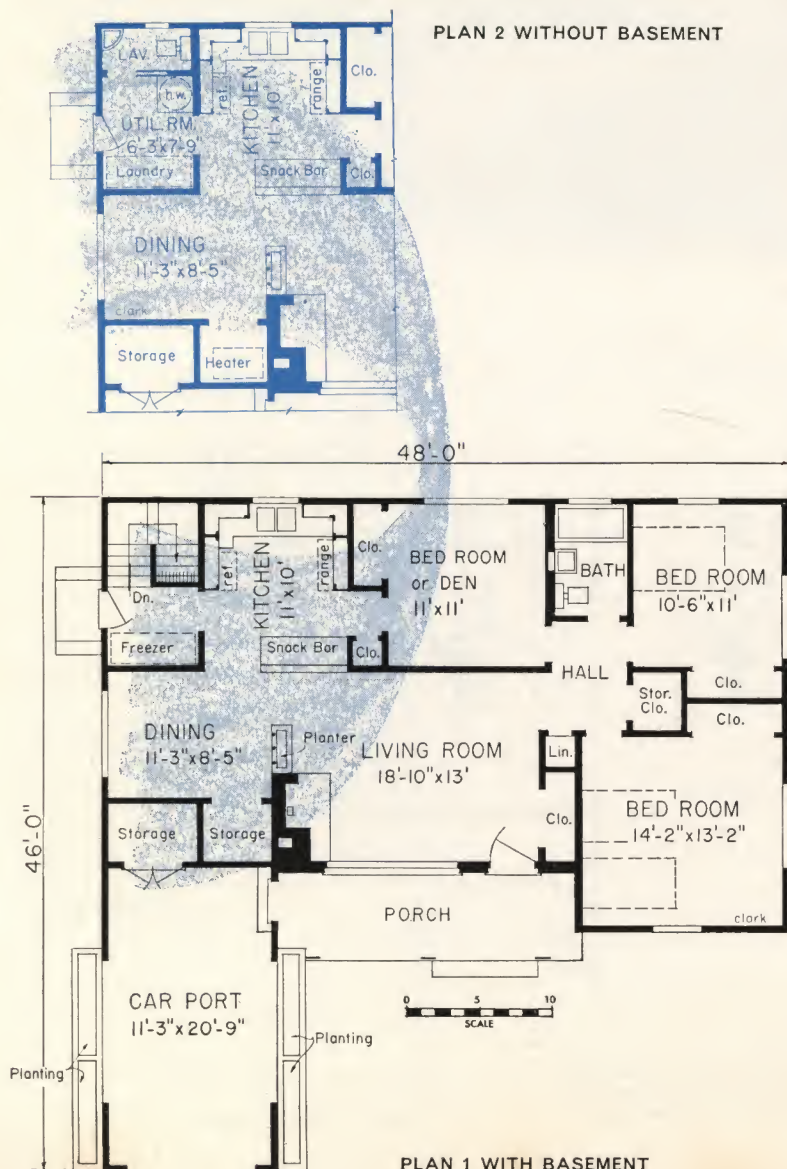
THE Clark.



PLAN 2 WITHOUT BASEMENT

OPEN PLAN DESIGN

featuring two bedrooms and a den

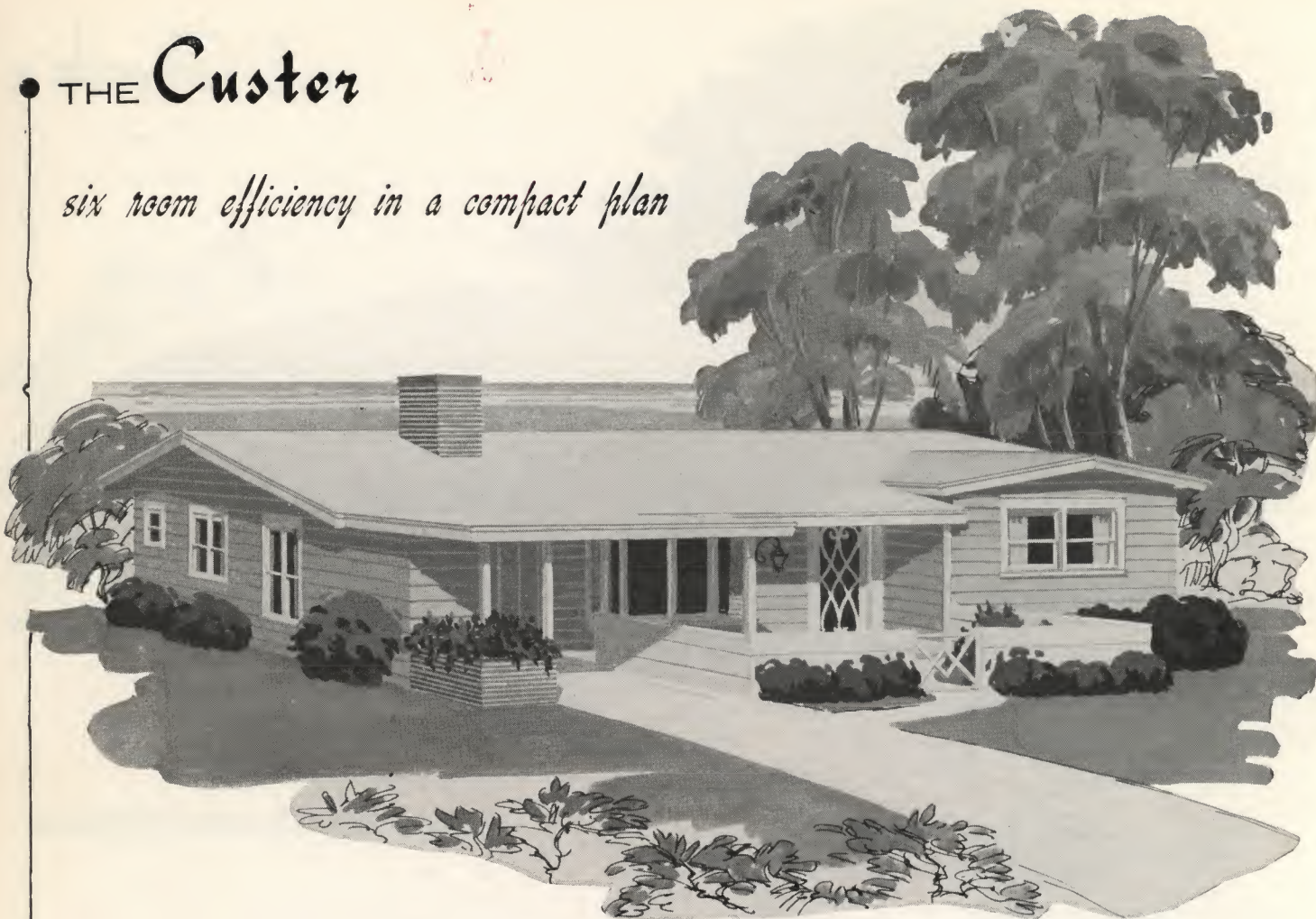


Here is a home that offers every practical living convenience. The open planning of living room, dining area and kitchen creates a feeling of freedom and spaciousness in this design. Bath and a half, two bedrooms, a den or third bedroom and kitchen with snack bar are features that will appeal to today's homemaker. Let us help you plan this modern home now.

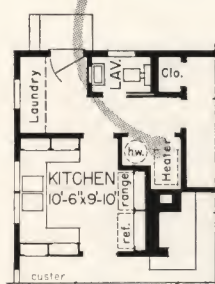
☆ LIVING AREA, PLAN 1 OR PLAN 2—1262 SQ. FT.

• THE Custer

six room efficiency in a compact plan

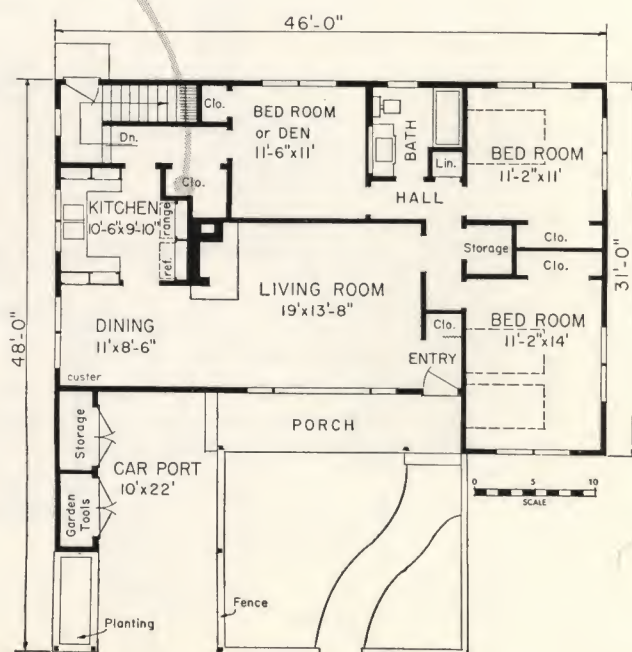


Here is a home designed to provide many living comforts. Included in the plan are two bedrooms, a den which can be used as a third bedroom if desired, a large living-dining area and a compact and efficient kitchen. Note the storage that is provided in the carport.



PLAN 2
WITHOUT BASEMENT

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



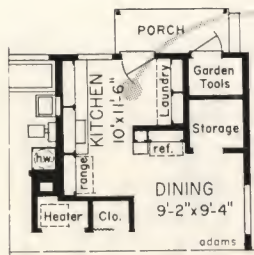
PLAN 1 WITH BASEMENT

☆ LIVING AREA, PLAN 1 OR PLAN 2—1256 SQ. FT.

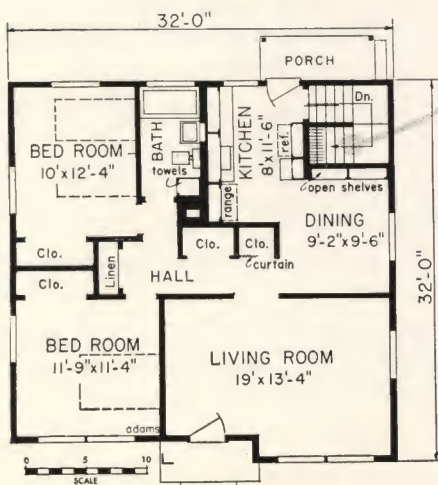
THE Adams •



A PLAN FOR THE SMALL FAMILY



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

Low pitch roof, vertical siding, shoulder high windows and panorama picture window combine to provide the modern exterior of this small family home. The carefully planned interior includes two bedrooms, living room and kitchen with dining area. Sheltered entrance is another desirable feature of this design.

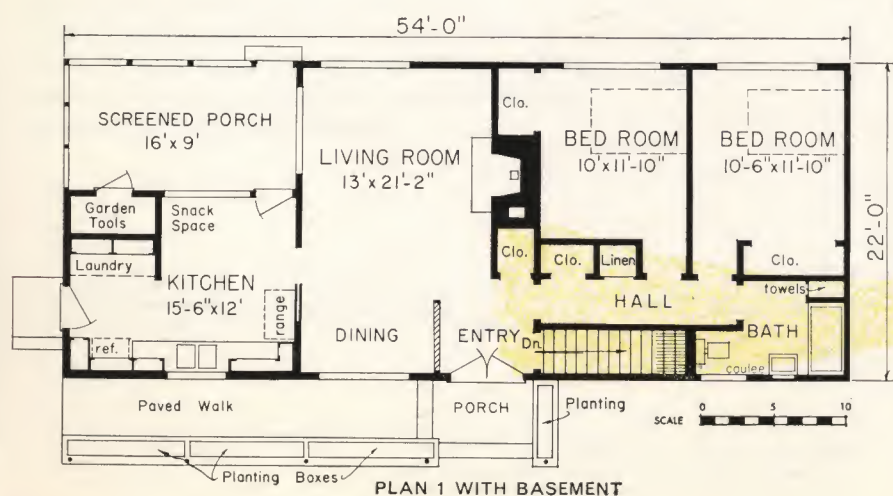
☆ LIVING AREA, PLAN 1 OR PLAN 2—984 SQ. FT.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



THE Coulee

Here is an attractive two bedroom home that provides many modern living features. A laundry-in-kitchen, screened porch, garden tool storage and protected entrance are some of the carefully planned conveniences that will appeal to the small family. This plan, if turned the narrow way, lends itself to a corner or minimum 45 ft. lot width.

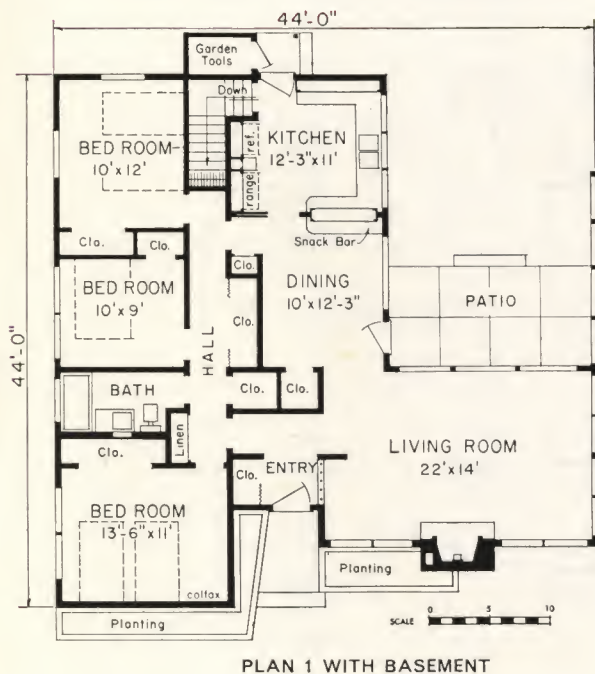


Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

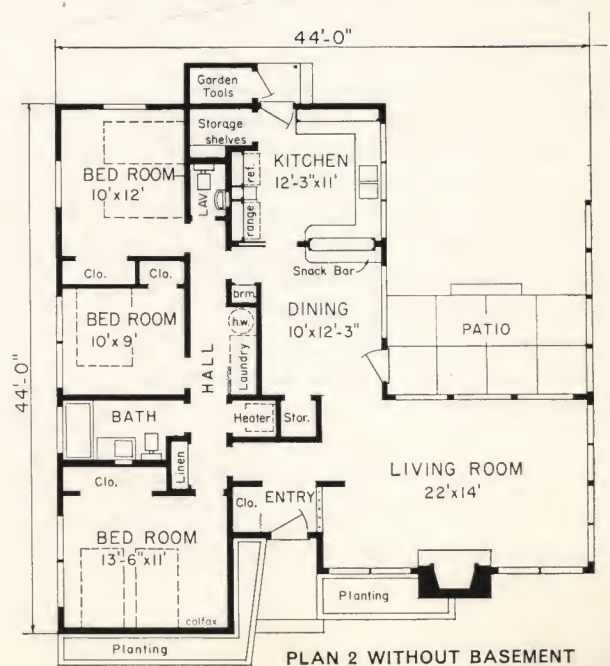


THE Colfax

Low roof lines, high windows facing the roadside, a window wall facing an enclosed patio from the living room, kitchen and the dining area make this three bedroom home an interesting example of today's modern living trend.



☆ LIVING AREA, PLAN 1 OR PLAN 2—1375 SQ. FT.



THE Chelan

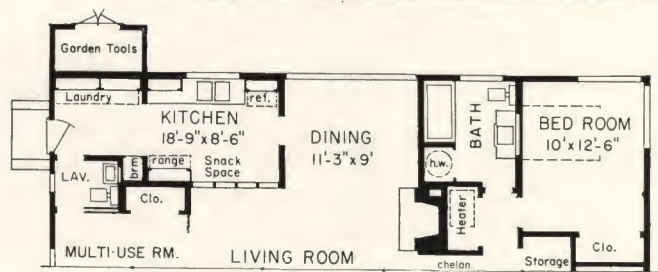


A RAMBLER

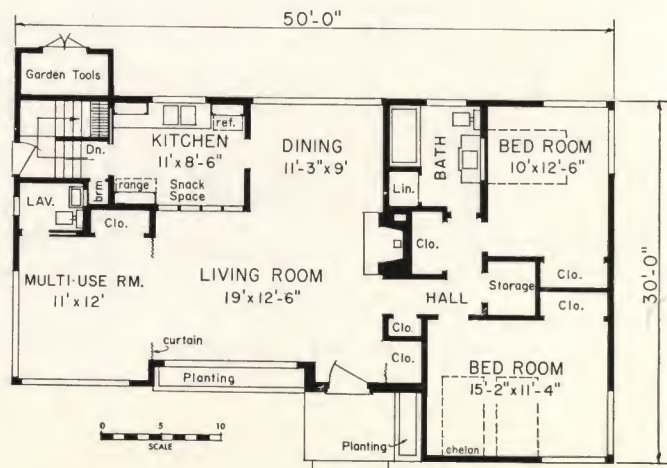
*featuring a multi-use room
and a bath and a half*

The combination of gable roof, vertical siding, picture window and corner window treatment creates the charming exterior for this rambler design. Included in the floor plan are two bedrooms, a living and dining room, kitchen with snack space and a multi-use room that can serve as part of the living room area or be separated by use of folding doors. An outdoor storage area for garden tools is also provided.

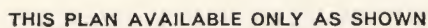
☆ LIVING AREA, PLAN 1 OR PLAN 2—1331 SQ. FT.



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT



★ **LIVING AREA—954 SQ. FT.**

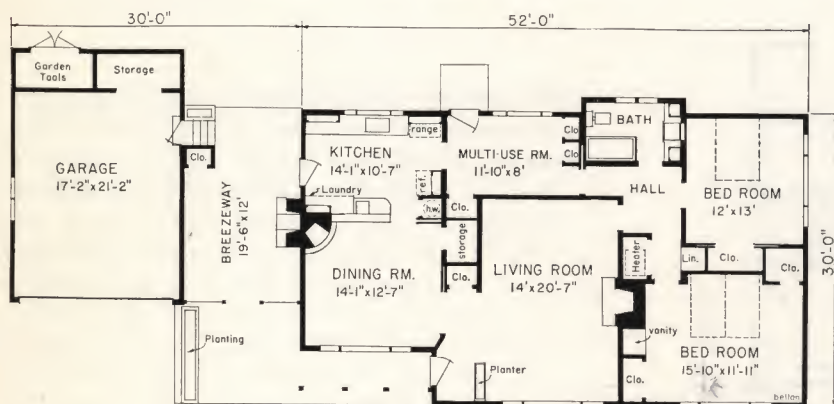
PAGE 15



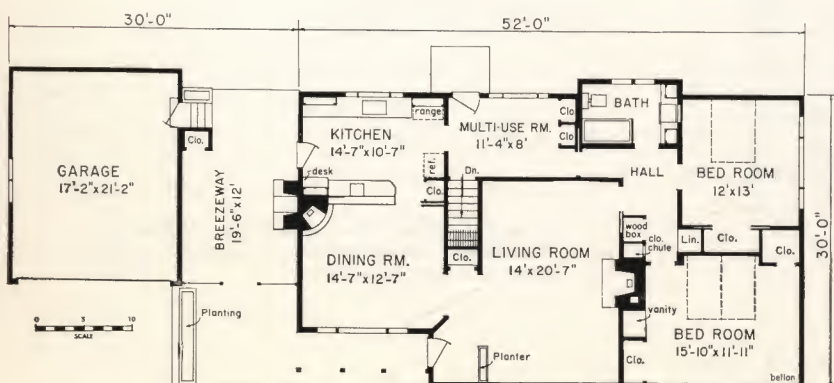
• THE **Bellan** ... LIVING AT ITS BEST IS THE KEYNOTE OF THIS UNUSUAL HOME

Both exterior and interior planning of this home reflect the modern living trend desired by today's homemakers. Vertical siding, large window areas and attached garage combine to create a long, low and picturesque exterior. The spacious floor plan includes two bedrooms, an efficient kitchen, a multi-use room, a semi-glazed breezeway featuring a barbeque pit, and a living room and dining room each with natural fireplace. Only a careful study of the floor plans and the interior illustrations will reveal the many comfort advantages of this beautiful home.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1,504 SQ. FT.



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT





1. A breezeway not only adds to the overall beauty of your home, but it can also serve as an outdoor living area as illustrated. Featuring a barbeque pit, note how this breezeway has been semi-glazed for protection and comfort.
2. Above is an interior view of the step-saving kitchen included in this plan. Every woman will appreciate this food preparation center designed to conserve time and energy.

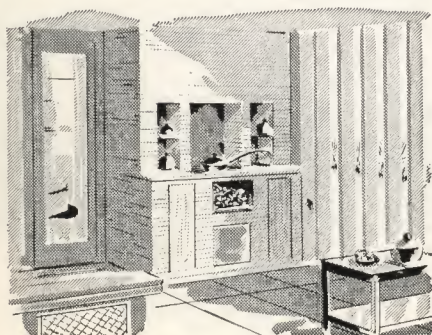
3. The unusual corner fireplace introduces an informal and homey atmosphere in the dining room of this home. Built of masonry, the curved hearth and fireplace wall is both unique and attractive. Masonry wall and curtain separating dining room and kitchen is another feature of this plan.
4. Two closets and a large picture window are featured in the master bedroom. Large enough to accommodate twin beds, the room also includes a built-in chest of drawers and wardrobe as shown above.



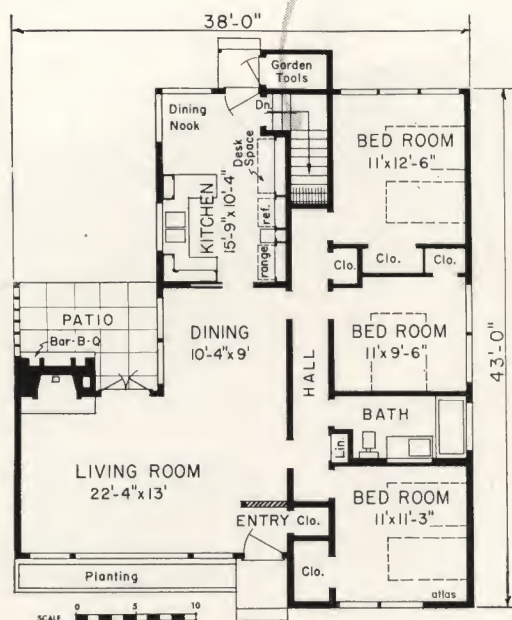


THE *Atlas*

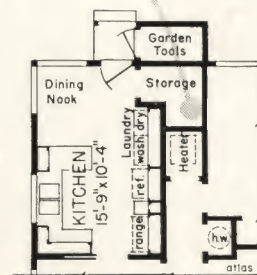
Planned for your outdoor living pleasure, this three bedroom home features a patio and barbeque pit as illustrated below. In addition, the plan also includes a large living-dining area with natural fireplace and an efficient kitchen with dining space. The exterior is in keeping with today's modern trend . . . long and low in appearance.



"BAR-B-Q"

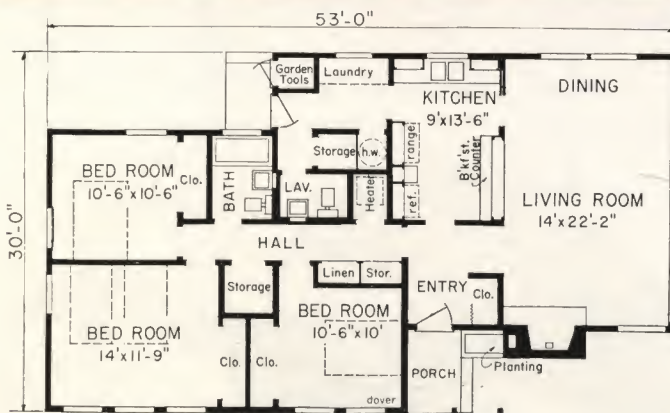
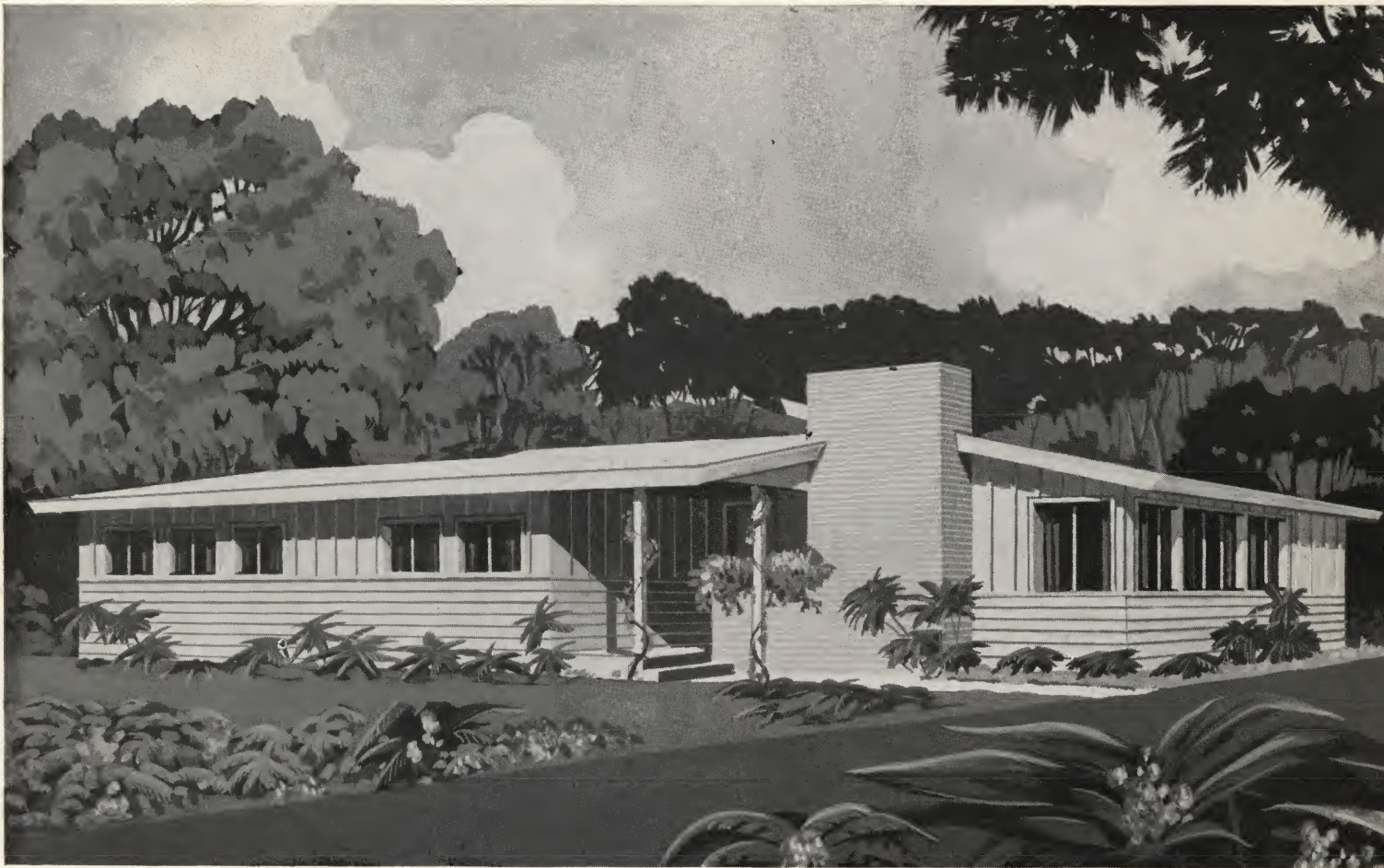


PLAN 1 WITH BASEMENT

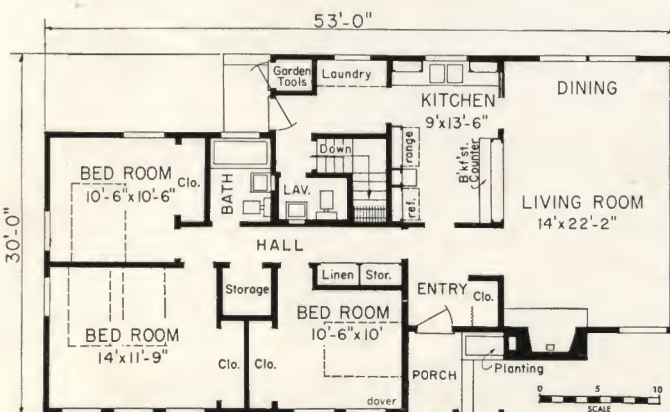


PLAN 2
WITHOUT BASEMENT

☆ LIVING AREA, PLAN 1 OR PLAN 2—1262 SQ. FT.



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

THE Dover •

Planned for a narrow or wide lot, this better living home provides many practical conveniences. For example, note the garden tool storage space, bath-and-a-half, the first floor laundry adjacent to the kitchen and the breakfast bar. A large living-dining area extending from front to rear of the house and three bedrooms make this an ideal plan for the large family.

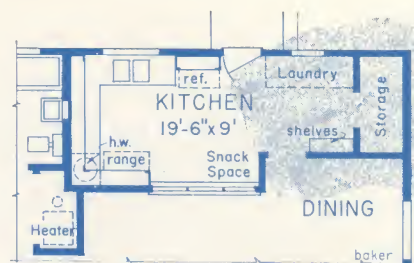
☆ LIVING AREA, PLAN 1 OR PLAN 2—1308 SQ. FT.

THE Baker

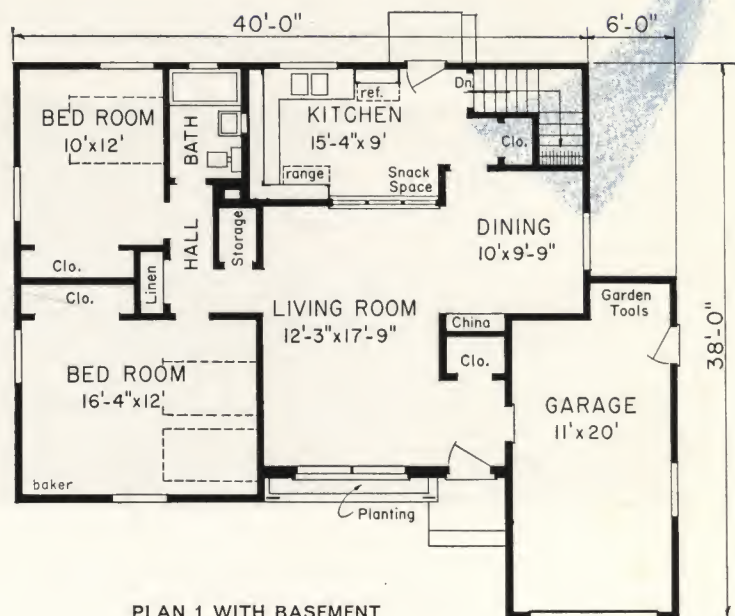
TWO BEDROOM PLAN

with attached garage

A pleasant exterior appearance, plus a well planned interior makes this an ideal home for the small family. The floor plan includes two bedrooms, one of which is of the twin bed size, a large living-dining area and an efficient "U" kitchen with snack space. A handy garden tool storage convenient to the backyard is included in the attached garage.



PLAN 2 WITHOUT BASEMENT

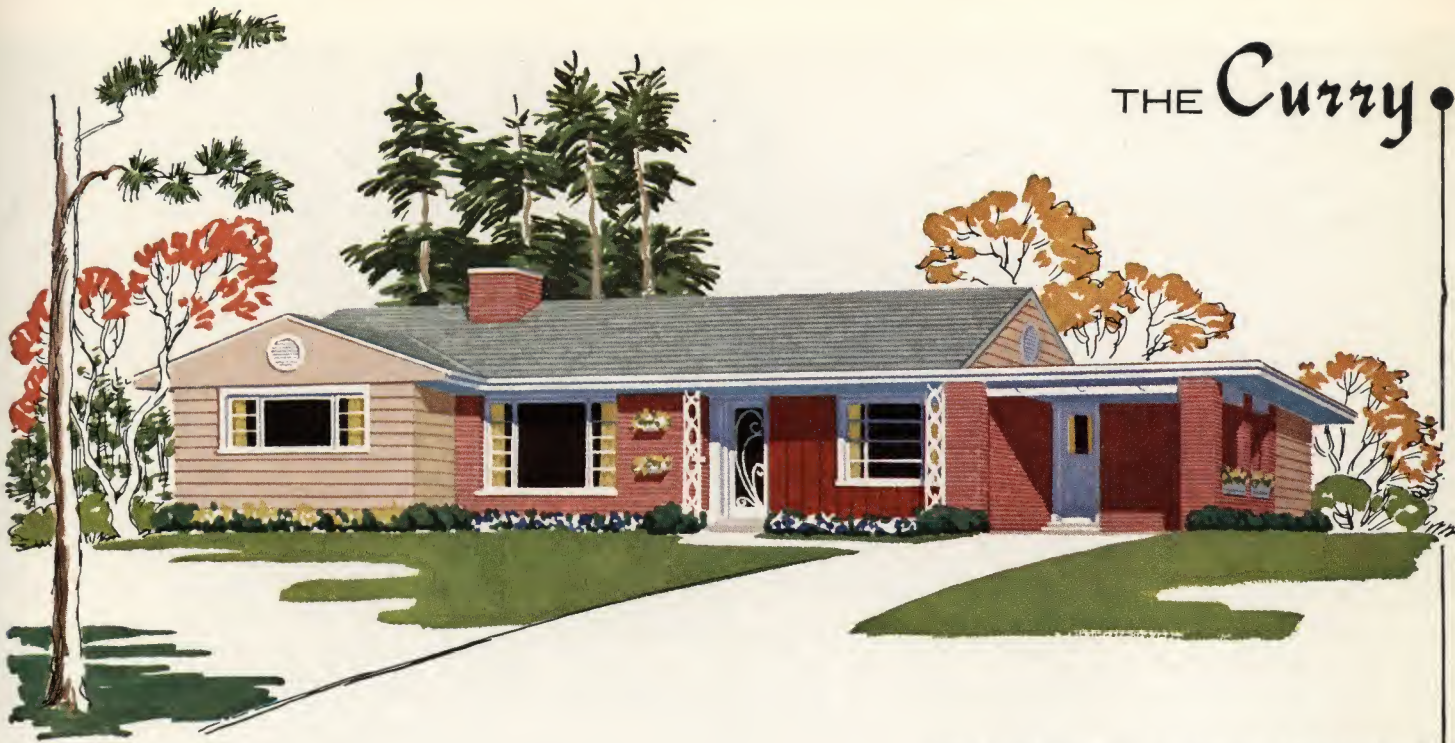


PLAN 1 WITH BASEMENT

☆ LIVING AREA, PLAN 1 OR PLAN 2—1108 SQ. FT.

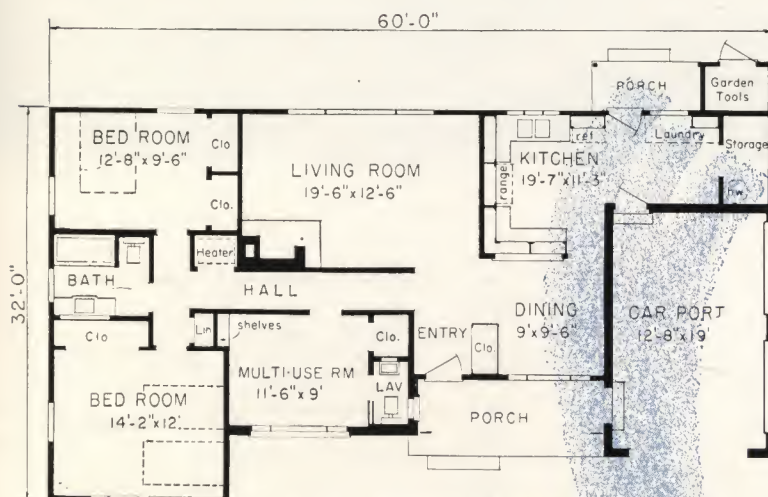


THE Curry •

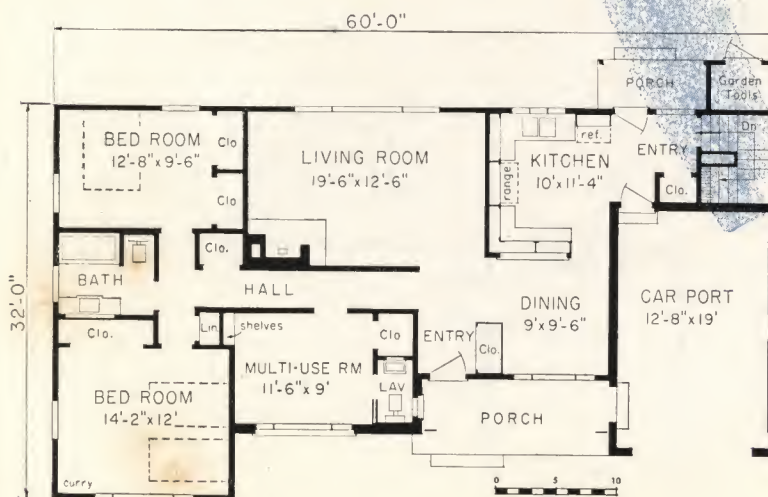


GARDEN VIEW DESIGN

featuring a multi-use room



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

This modern plan includes two bedrooms, a garden view living room, a multi-use room with lavatory and a dining area convenient to the efficiently planned kitchen. A storage area for garden tools is included at the rear. Note how horizontal and vertical siding and brick have been carefully blended on both house and flat roof carport to achieve an appealing exterior.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1360 SQ. FT.

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

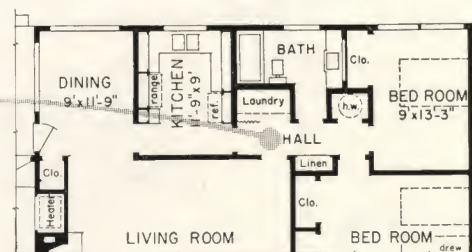


• THE Drew

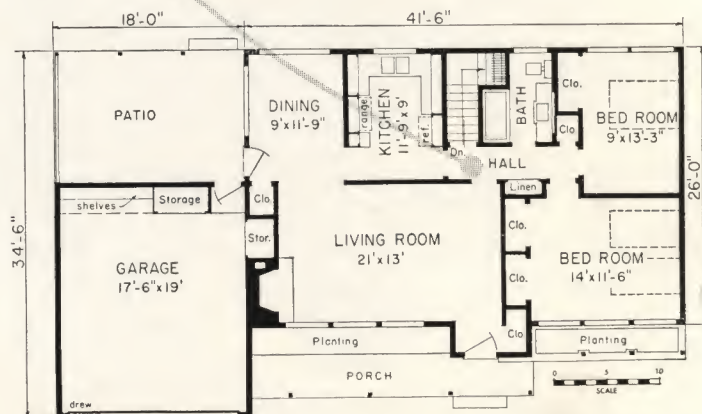
A patio adjacent to the dining area, a "U" shape kitchen, living room with natural fireplace and two bedrooms combine to make this an ideal home for the small family. Complementing the well planned interior is an exterior which emphasizes the wide and low look with modern ranch lines. Note the large window area in the front bedroom and living room. The masonry planter box is another attractive feature.

Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1102 SQ. FT.



PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

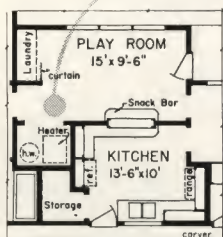


THE Carver •

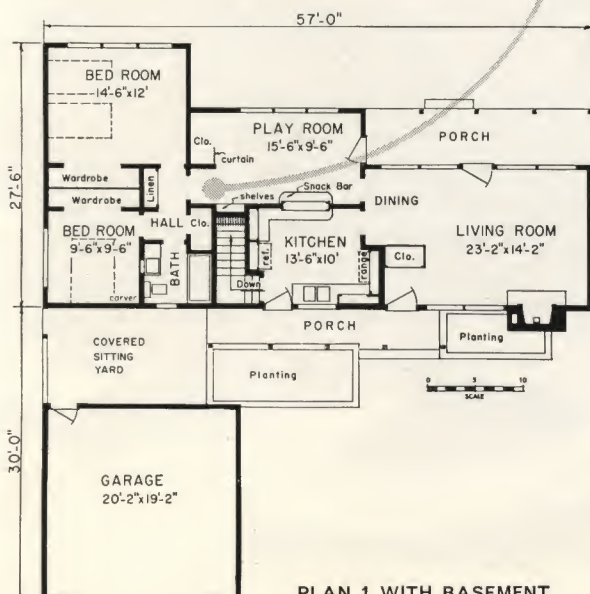
A covered sitting yard, pass-thru snack bar, playroom and living room window wall facing away from the road for privacy are easy-living features of this ranch home. The toward-the-street kitchen and two bedrooms complete the plan. Careful planning also provided the attractive exterior styling that is ideal for town or country living.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1157 SQ. FT.

Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



PLAN 2
WITHOUT
BASEMENT



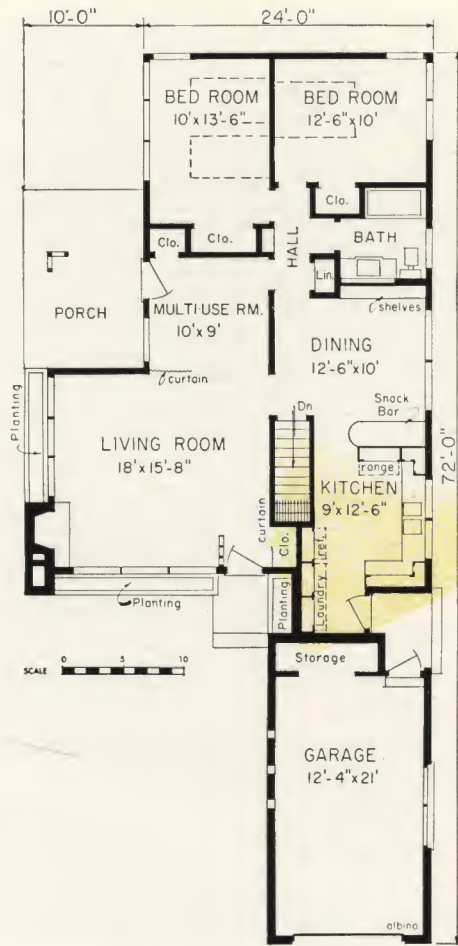
PLAN 1 WITH BASEMENT

THE Albina

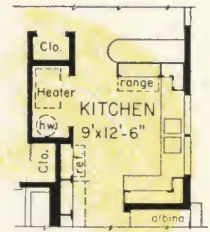
A NARROW LOT PLAN

with den and outdoor living areas

The combination of low pitch gable roof on the home and flat roof on garage creates the long, low look of this six room design. Included in the plan are two bedrooms which can accommodate twin beds, a den or third bedroom, living room with natural fireplace and a dining area adjacent to the step-saving kitchen with laundry. Folding doors permit the den to be separated from or included as a part of the living room area as desired. Outdoor living areas at the front and toward the rear of the house are other appealing features of this home.

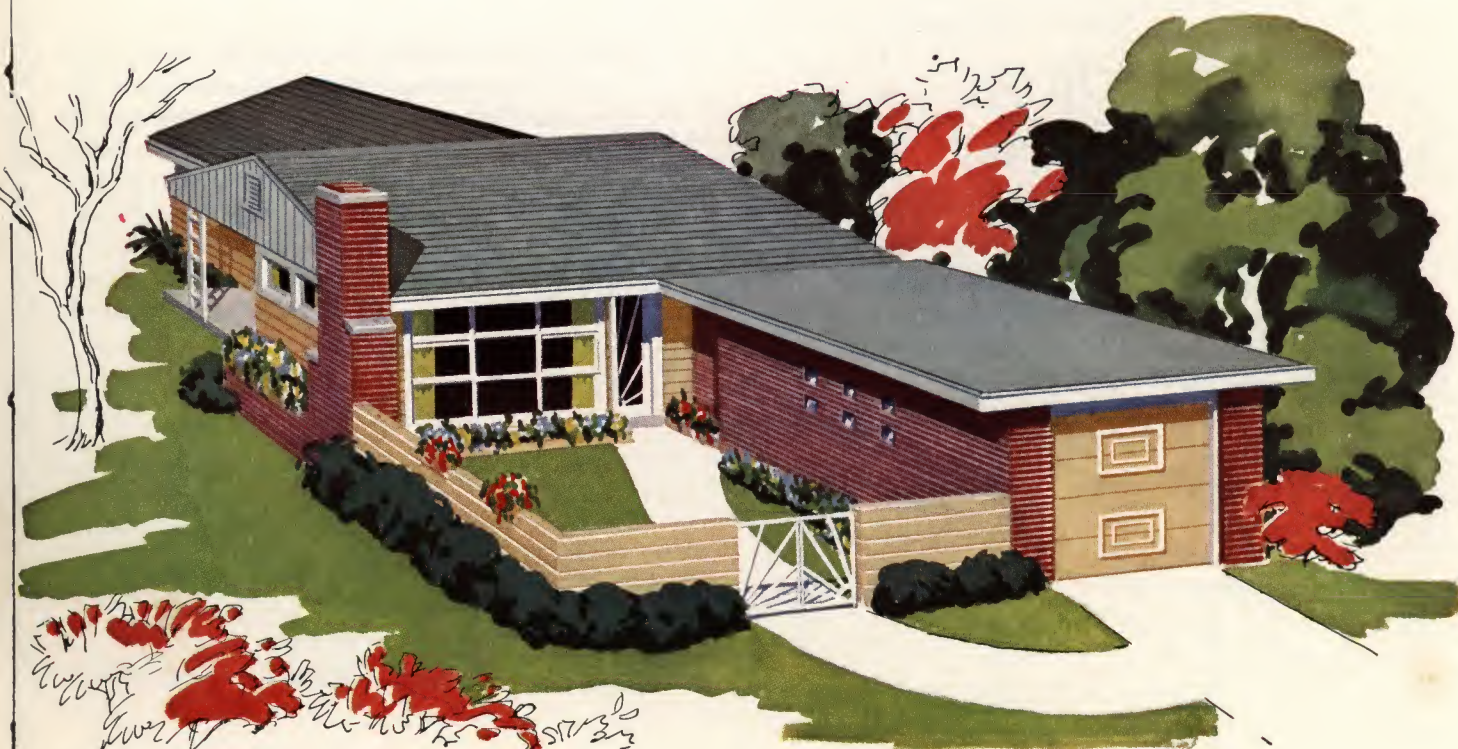


PLAN 1 WITH BASEMENT



PLAN 2 WITHOUT BASEMENT

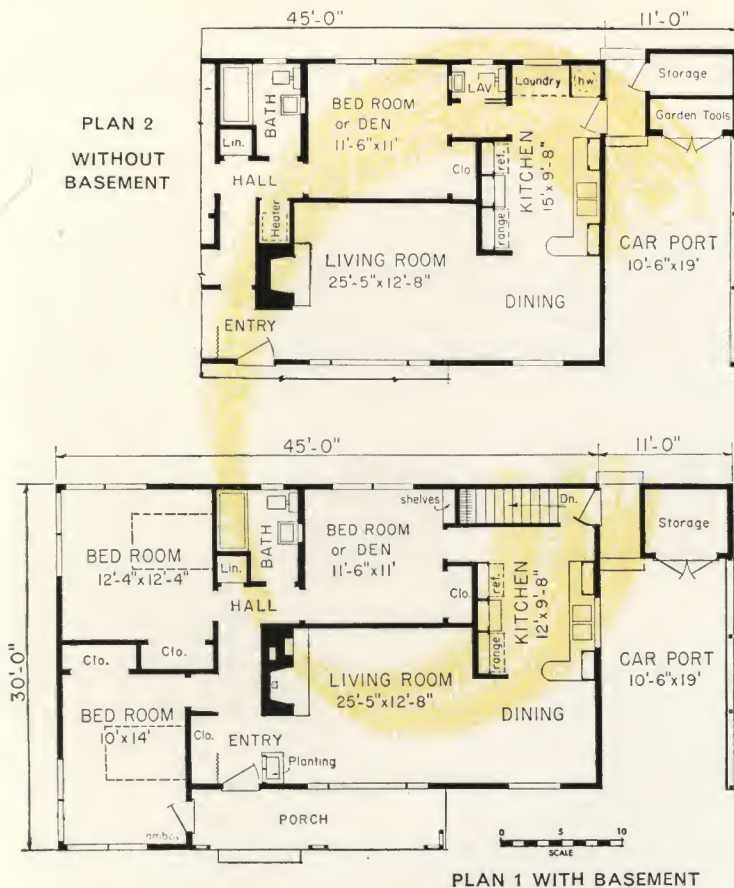
☆ LIVING AREA, PLAN 1 OR PLAN 2—1190 SQ. FT.



THE Amboy.

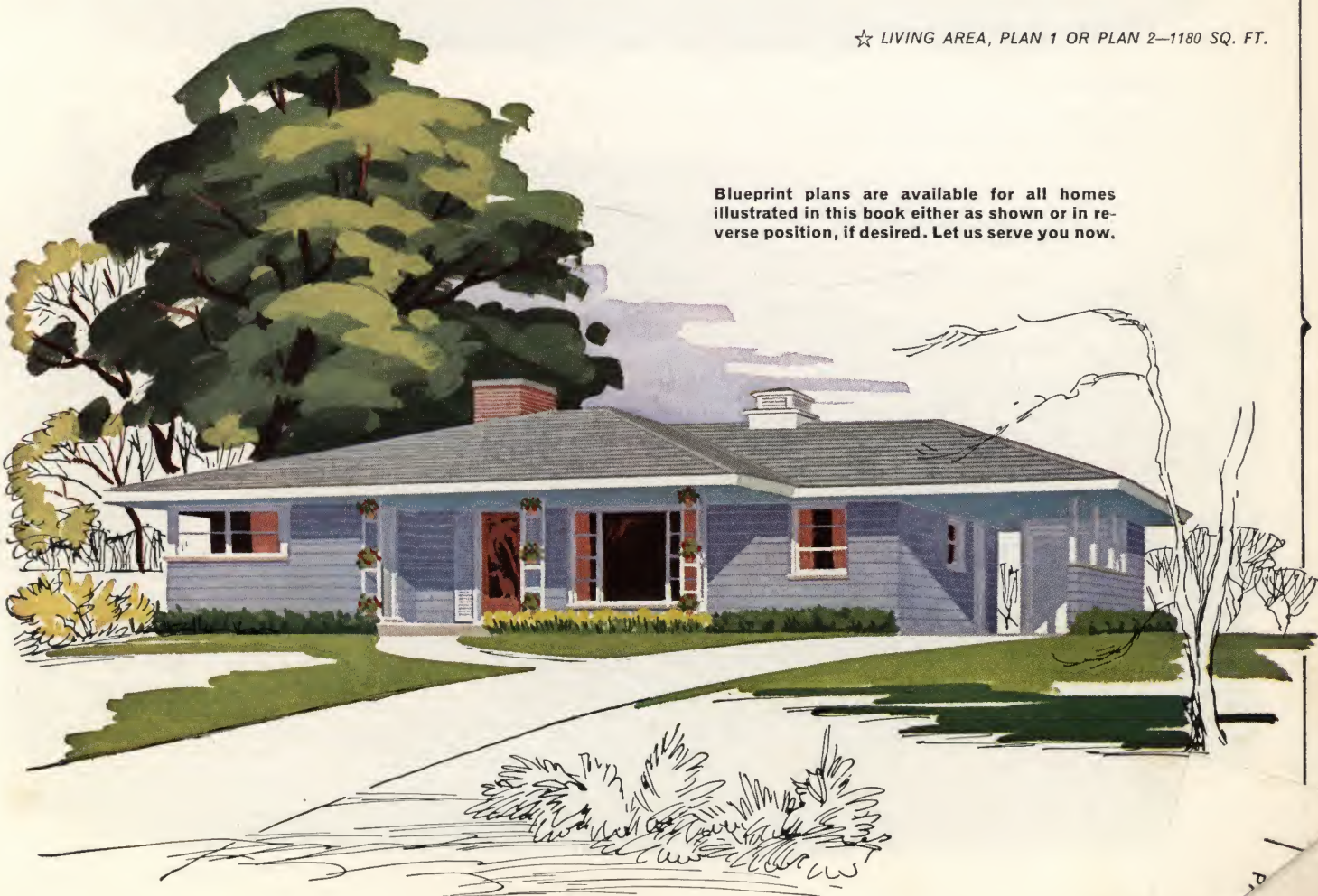
PLAN WITH "INCOME ROOM"

Designed to provide the utmost in comfort, this beautiful home features many desirable living conveniences. In addition to living-dining area, a corridor type kitchen and three bedrooms, the plan also includes a carport with back-to-back storage space. The private entrance off the porch permits the front bedroom to be used as an extra income source, if desired. Smart styling of the exterior is attained through use of hip roof with wide overhang and horizontal siding.



☆ LIVING AREA, PLAN 1 OR PLAN 2—1180 SQ. FT.

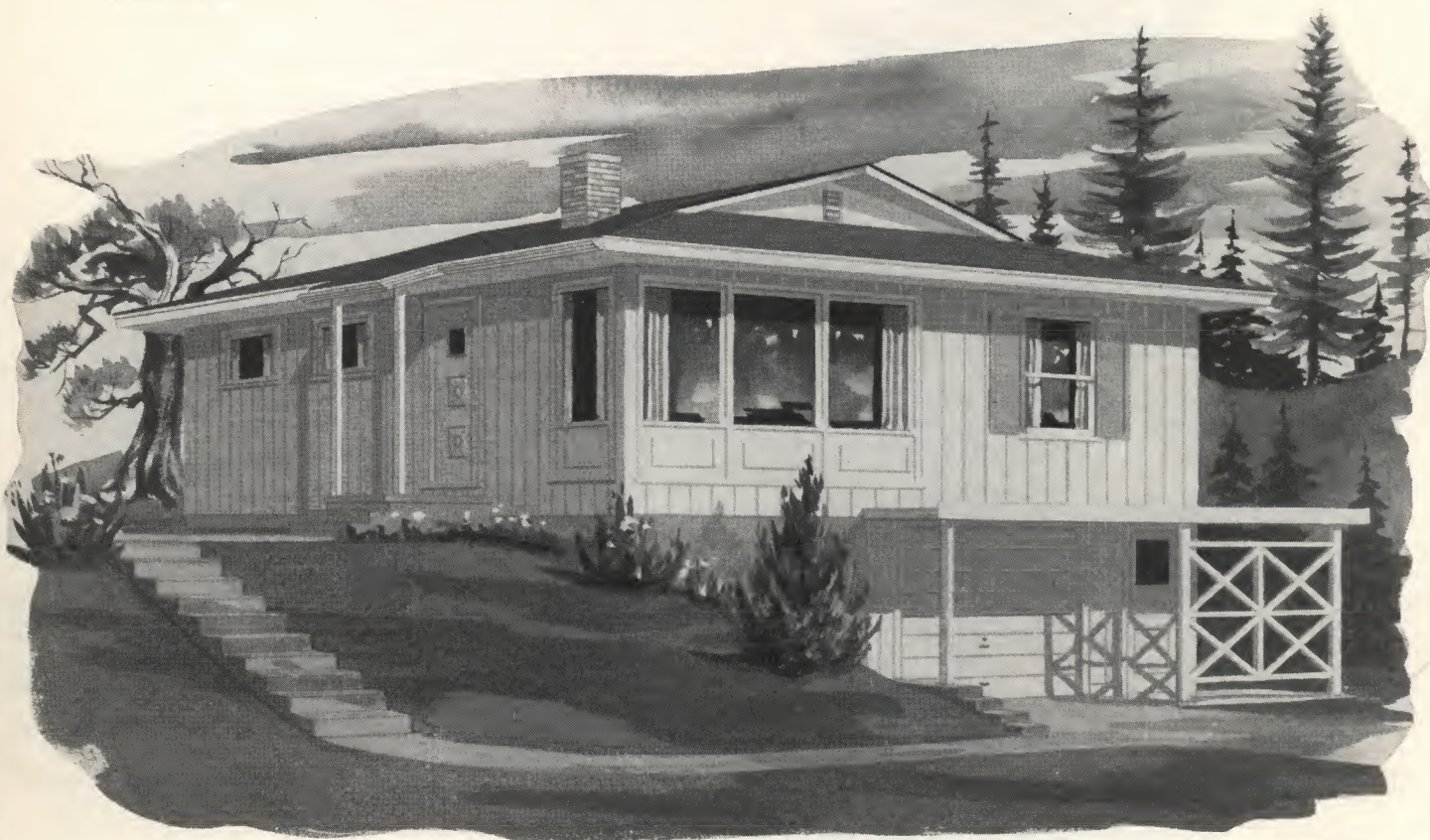
Blueprint plans are available for all homes illustrated in this book either as shown or in reverse position, if desired. Let us serve you now.



THE *Coos*FEATURES THREE MODERN HILLSIDE

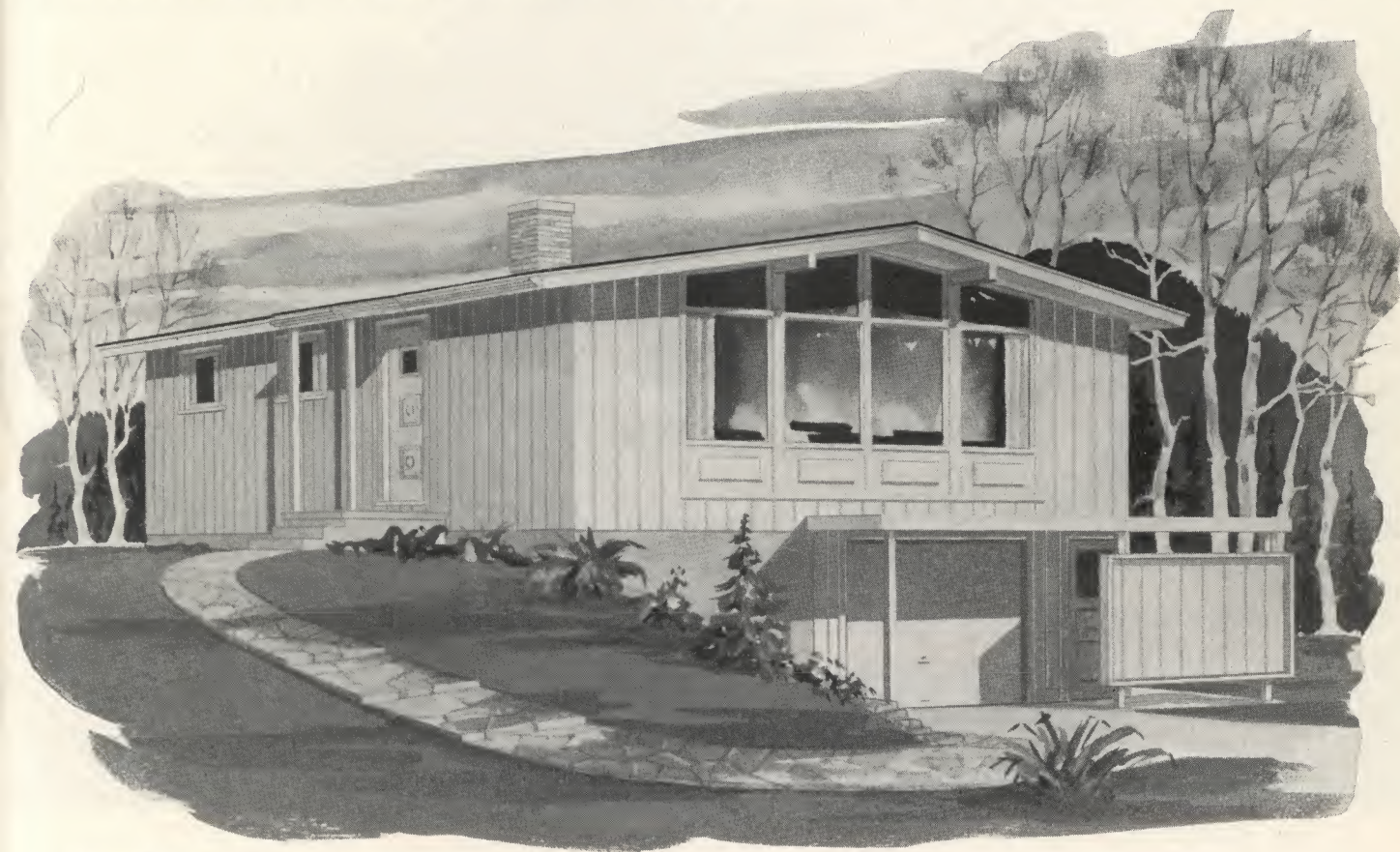


EXTERIOR A



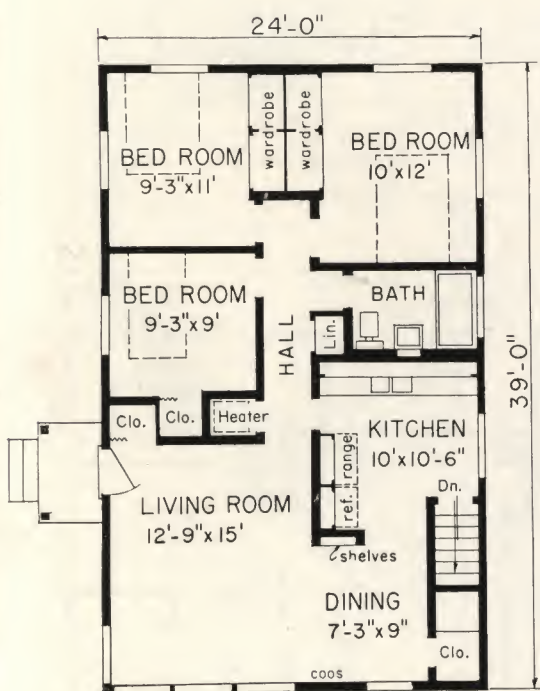
EXTERIOR C

ELEVATIONS AVAILABLE FROM THE SAME BASIC PLAN



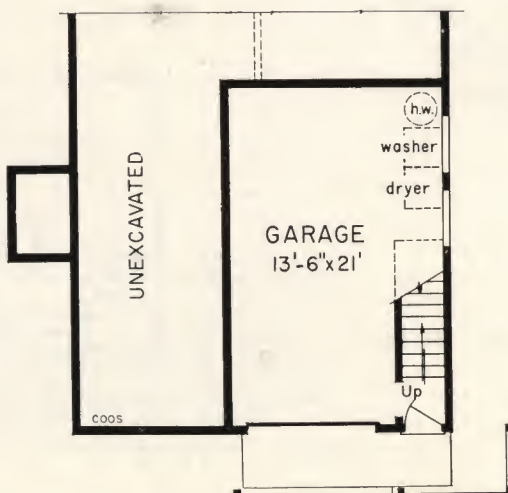
EXTERIOR B

Ideal for a narrow lot on a sloping site, here is a plan that includes three bedrooms, living-dining area and kitchen. Garage, laundry and storage facilities are provided on the lower level. The floor plan shown is for Exteriors A and C; minor revisions are necessary to fit the Exterior B.



FLOOR PLAN

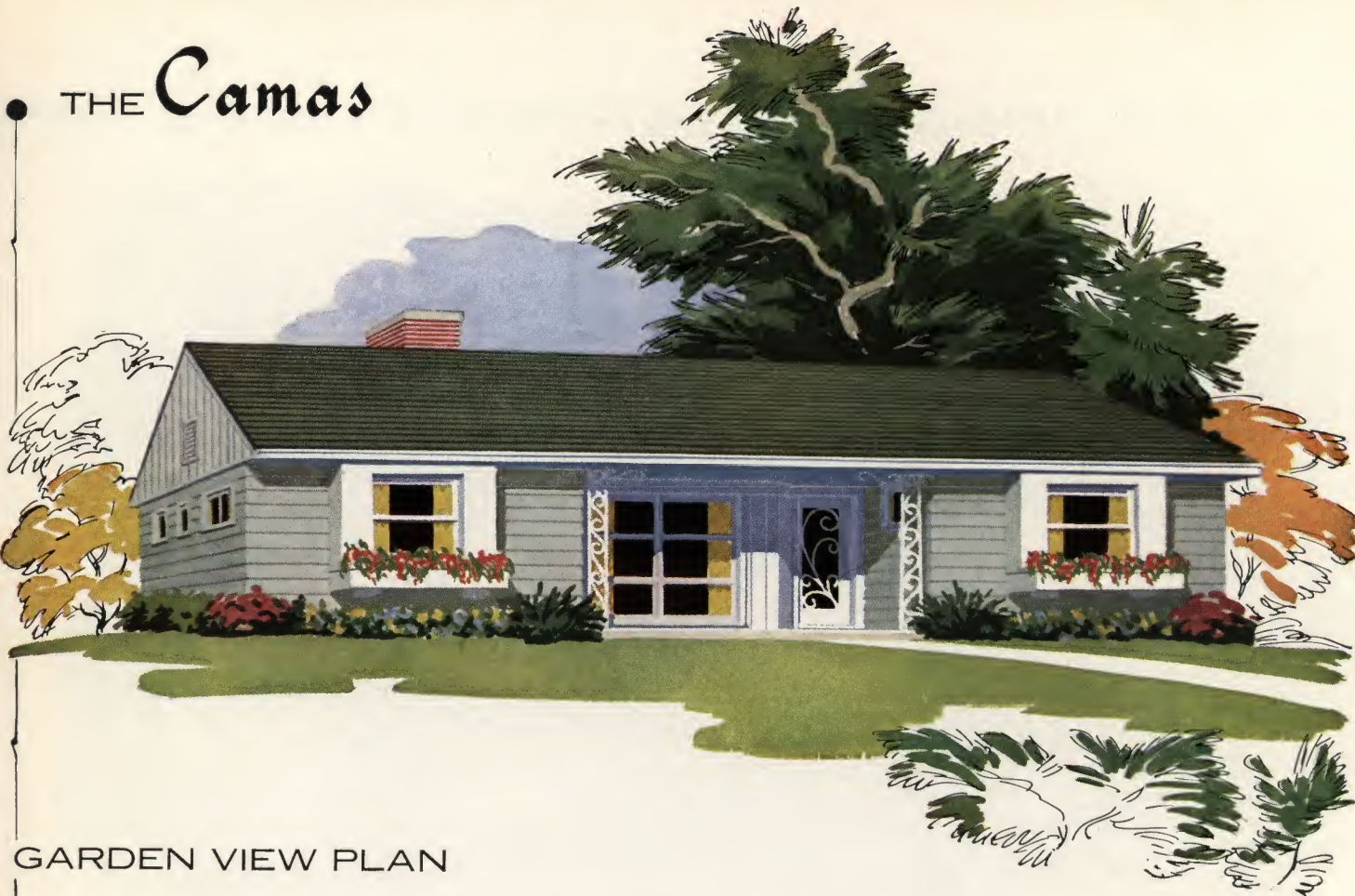
PLEASE SPECIFY WHICH EXTERIOR IS DESIRED WHEN ORDERING BLUEPRINT PLANS



LOWER PLAN

☆ LIVING AREA—936 SQ. FT.

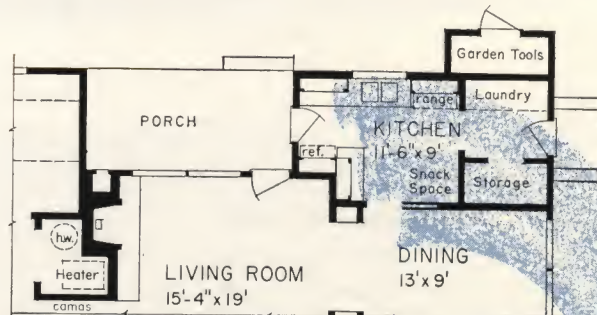
THE Camas



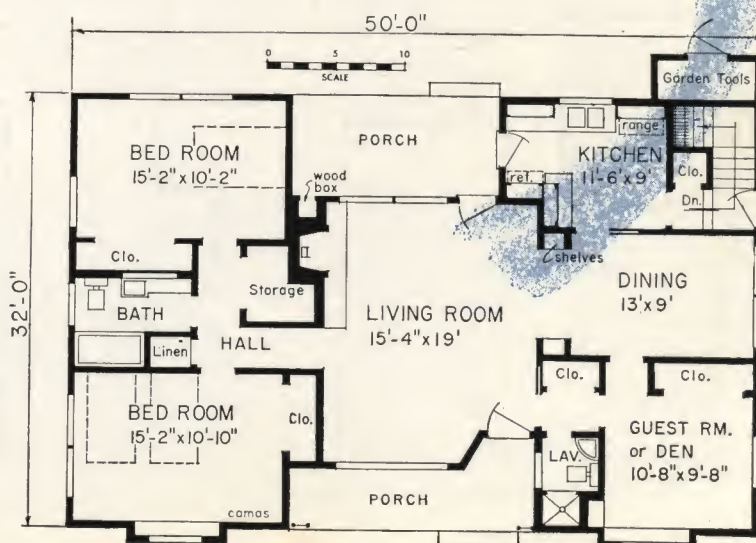
GARDEN VIEW PLAN

for outdoor living

A large living room extending from front to rear of the home, French door and a large porch provide the combination of garden view and outdoor living so often desired today. Two large bedrooms, a multi-use room which can serve as den, guest or third bedroom, a modern kitchen and dining room complete the plan.



PLAN 2 WITHOUT BASEMENT



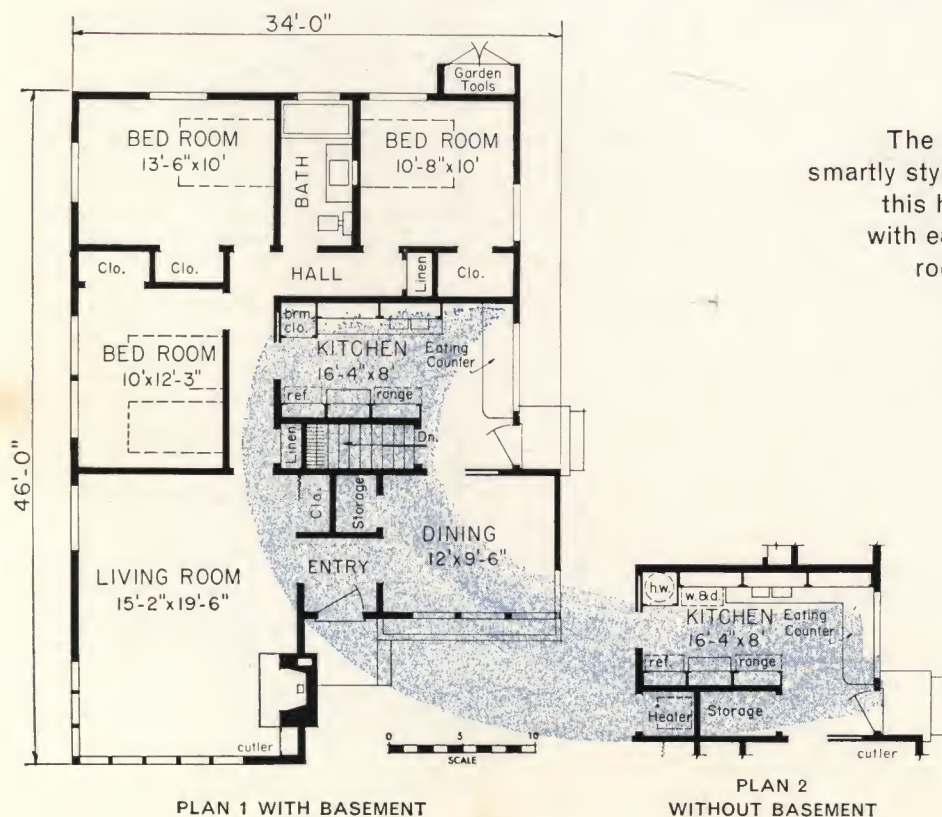
PLAN 1 WITH BASEMENT

☆ LIVING AREA, PLAN 1 OR PLAN 2—1427 SQ. FT.



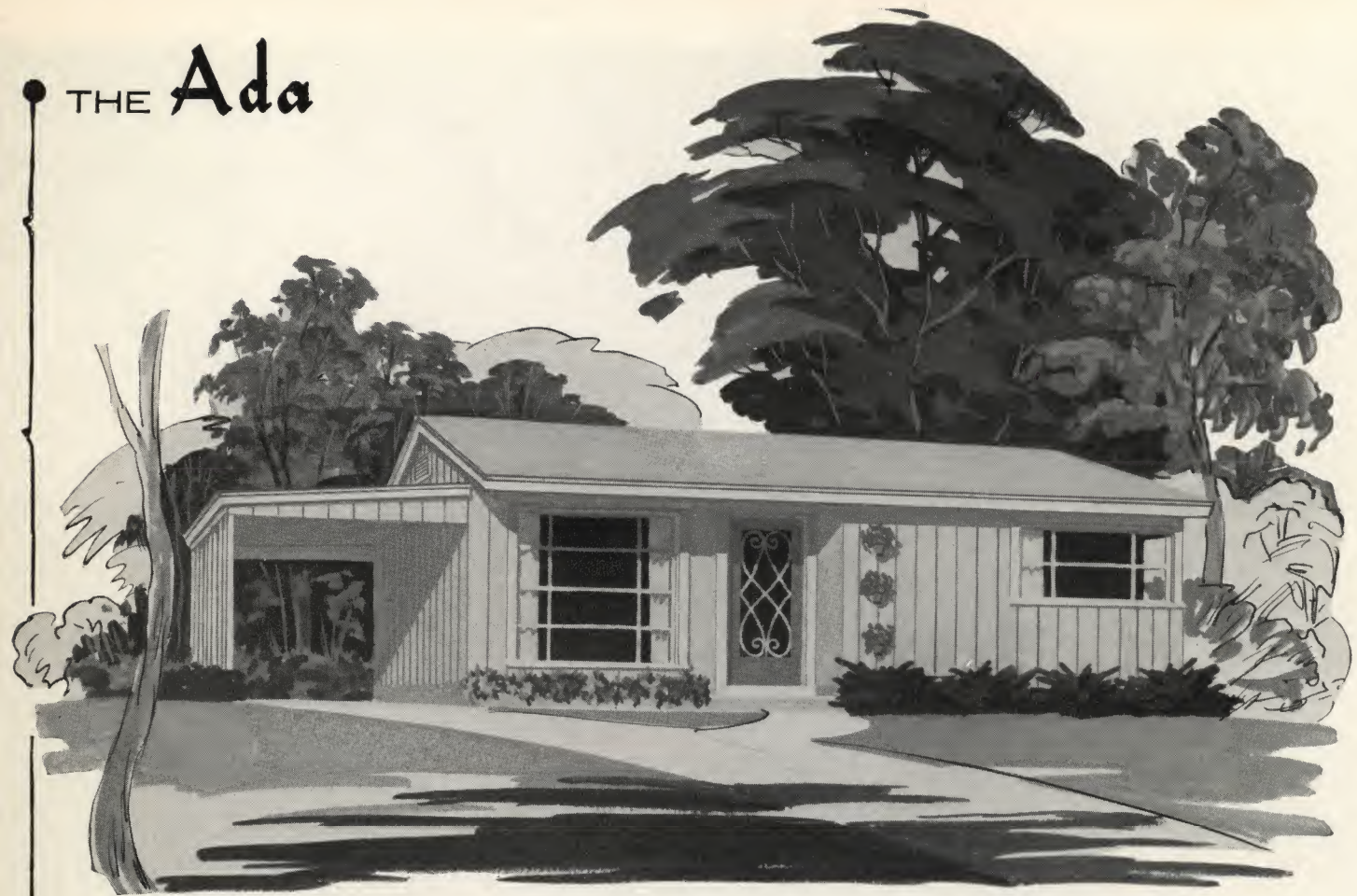
THE Cutler •

The modern homemaker will appreciate the smartly styled exterior and three-bedroom plan of this home. A practical corridor type kitchen with eating counter, dining room and a living room with natural fireplace complete this better living plan. Also note the large window areas and the more than adequate number of closets included throughout this home.



☆ LIVING AREA, PLAN 1 OR
PLAN 2—1308 SQ. FT.

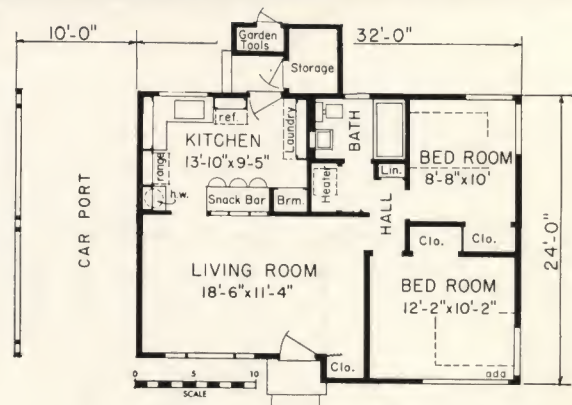
THE Ada



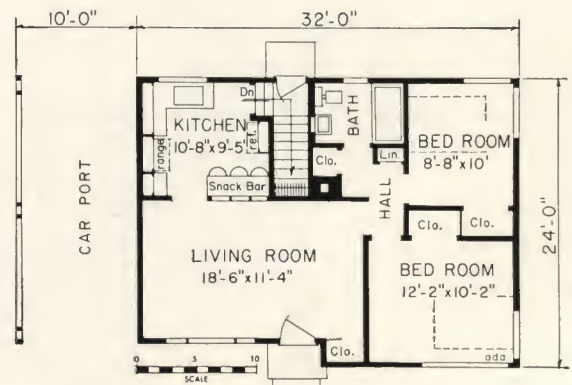
features an exterior of vertical siding

Seldom will you find a home that provides the modern appearance and living comfort of this design. The "L" kitchen, for example, with its snack bar is a picture of efficient planning. Two bedrooms and living room complete the plan. Picture window and carport add to the exterior appearance.

☆ LIVING AREA, PLAN 1—738 SQ. FT. • LIVING AREA, PLAN 2—780 SQ. FT.

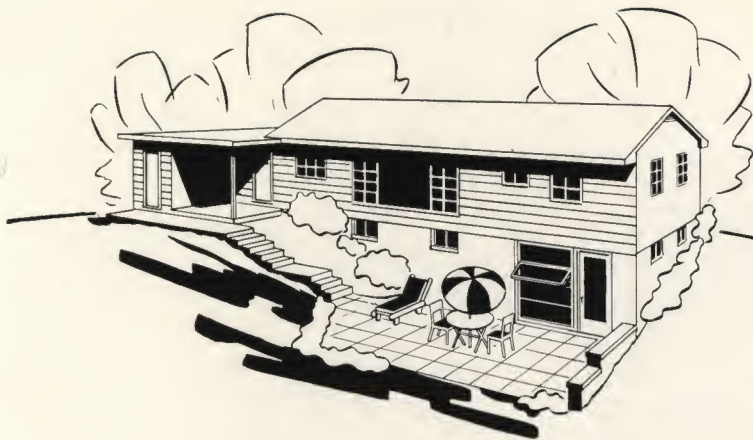


PLAN 2 WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

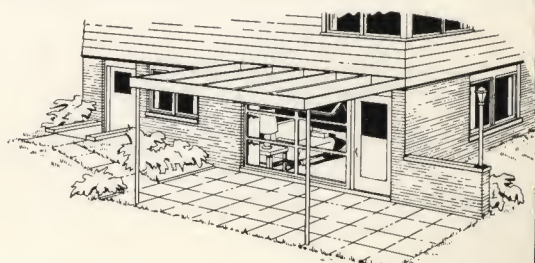
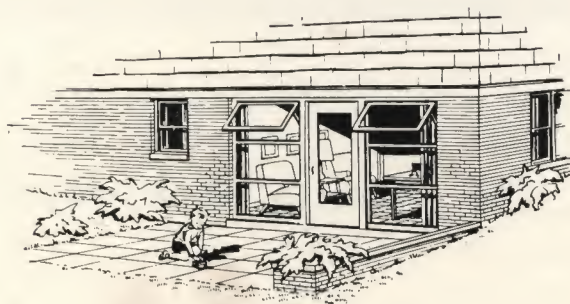
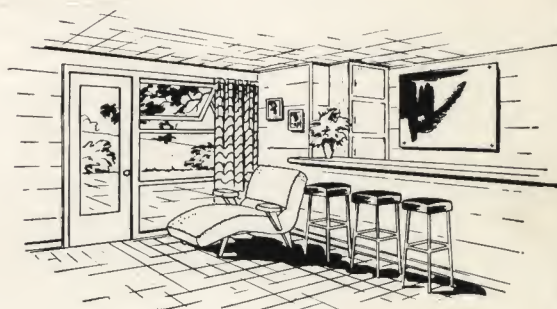
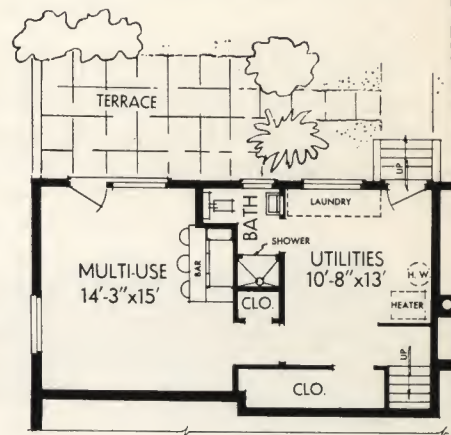
Blueprint plans are available for all homes illustrated, either as shown or in reverse position. See us for your plans.

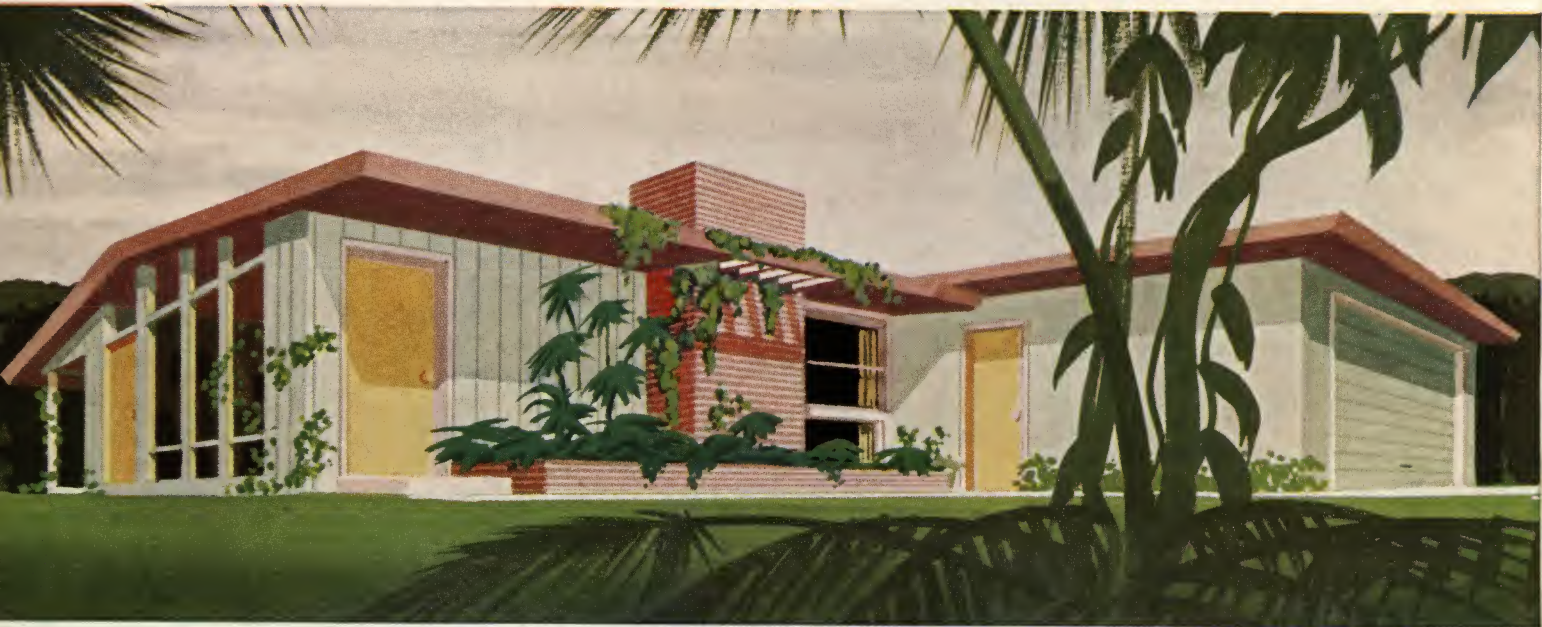


COMBINE A SLOPING SITE AND MODERN IDEAS TO CREATE MORE LIVING PLEASURE!

A DAYLIGHT BASEMENT is the modern approach to greater dividends in comfort and living area for the one-story home built on a sloping site. Practical for the existing structure as a bargain addition by the home owner, or included as a part of the original house construction, the daylight basement features areas such as a recreation room, laundry, utilities and storage located on the lower level, thus providing a dry, cheerful place in which you can work or play.

The floor plan shown here is an example of how your basement can be converted or planned as an all-weather recreation area for better living pleasure. Interior and exterior views are suggestions that illustrate how a playroom, a terrace and proper landscaping will add convenience, charm and value to your home.





THE Canby

Planned for better living, this contemporary design is certain to appeal to the small family. In addition to two twin size bedrooms, the plan includes a conveniently arranged kitchen and large living-dining area with floor-to-ceiling windows.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1017 SQ. FT.



THE Coburn

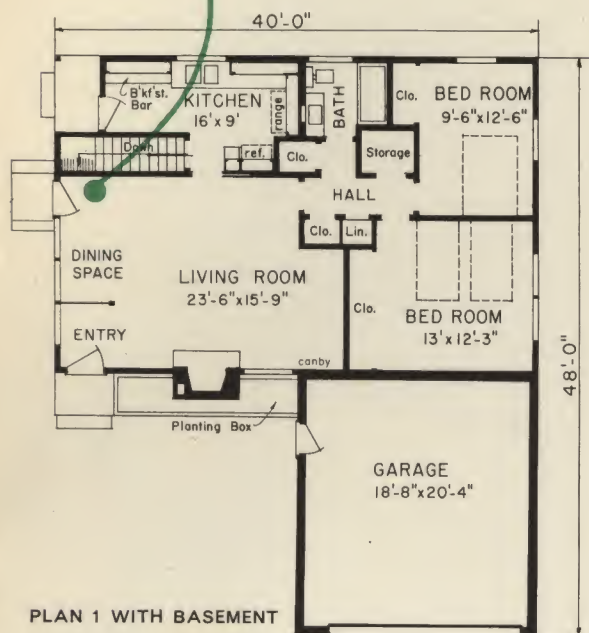
An outdoor living terrace, activities and dining area, service room convenient to a modern kitchen and dining nook plus a bath and a half are features that make this design a home for real living pleasure.

☆ LIVING AREA, PLAN 1 OR PLAN 2—1600 SQ. FT.

CANBY FLOOR PLANS

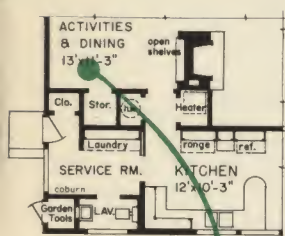


PLAN 2
WITHOUT BASEMENT

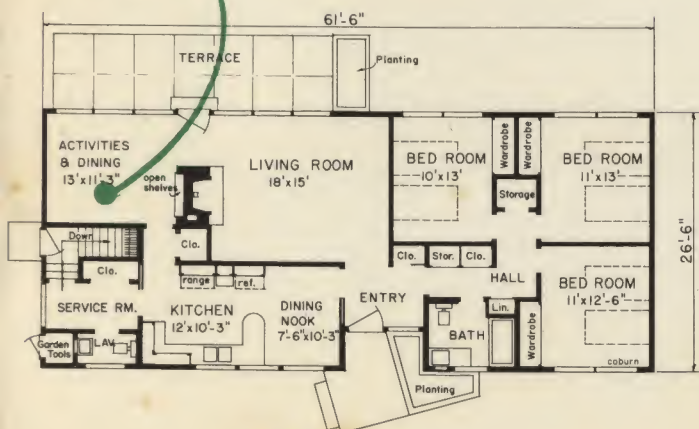


PLAN 1 WITH BASEMENT

COBURN FLOOR PLANS



PLAN 2
WITHOUT BASEMENT



PLAN 1 WITH BASEMENT

FOLLOW THIS PLAN TO HOME OWNERSHIP SATISFACTION



ACCURATE BLUEPRINT PLANS

A home must first be "constructed" on paper with every detail clearly defined, if the home builder would be assured of complete understanding and agreement among all concerned with the building of his home. In the interests of sound and better small home construction, each design in this book was engineered by architects and technicians experienced in specialized fields of home planning. All blueprint working drawings include the following: basement or foundation plan; floor plans; front, rear and side elevations; complete framing plans; wall sections and all necessary details.

REVERSED PLANS

Perhaps your home should face the opposite direction. Obviously, a plan designed for a lot facing east will not result in the best exposure when your lot fronts the west. Therefore, plans of homes as illustrated in this book are available either as shown or reversed, as may be required.

SPECIFICATIONS

are statements of particulars which tell you what you are going to receive in materials and workmanship. Blank specification forms and contract forms are included with blueprint plans.

SEE US FOR BLUEPRINT PLANS AND OTHER INFORMATION

INDEX TO 58 HOME PLANS

NAME	PLANS AVAILABLE	PAGE	NAME	PLANS AVAILABLE	PAGE
ADA	2	30	CARVER	2	23
ADAMS	2	11	CHELAN	2	14
ALBINA	2	24	CLARK	2	9
AMBOY	2	25	COBURN	2	32
ASHLAND	2	5	COLFAX	2	13
ASHTON	2	2	COOS	3	26 & 27
ASTORIA	2	4	COULEE	2	12
ATLAS	2	18	CURRY	2	21
BAKER	2	20	CUSTER	2	10
BANDON	2	1	CUTLER	2	29
BELLAN	2	16 & 17	DOVER	2	19
BURLEY	2	8	DREW	2	22
CALDER	1	15	HOOD	2	3
CAMAS	2	28	PORTLAND	2	6 & 7
CANBY	2	32			

LET US HELP YOU PLAN A BETTER LIVING HOME